



## Über dieses Buch

Dies ist ein digitales Exemplar eines Buches, das seit Generationen in den Regalen der Bibliotheken aufbewahrt wurde, bevor es von Google im Rahmen eines Projekts, mit dem die Bücher dieser Welt online verfügbar gemacht werden sollen, sorgfältig gescannt wurde.

Das Buch hat das Urheberrecht überdauert und kann nun öffentlich zugänglich gemacht werden. Ein öffentlich zugängliches Buch ist ein Buch, das niemals Urheberrechten unterlag oder bei dem die Schutzfrist des Urheberrechts abgelaufen ist. Ob ein Buch öffentlich zugänglich ist, kann von Land zu Land unterschiedlich sein. Öffentlich zugängliche Bücher sind unser Tor zur Vergangenheit und stellen ein geschichtliches, kulturelles und wissenschaftliches Vermögen dar, das häufig nur schwierig zu entdecken ist.

Gebrauchsspuren, Anmerkungen und andere Randbemerkungen, die im Originalband enthalten sind, finden sich auch in dieser Datei – eine Erinnerung an die lange Reise, die das Buch vom Verleger zu einer Bibliothek und weiter zu Ihnen hinter sich gebracht hat.

## Nutzungsrichtlinien

Google ist stolz, mit Bibliotheken in partnerschaftlicher Zusammenarbeit öffentlich zugängliches Material zu digitalisieren und einer breiten Masse zugänglich zu machen. Öffentlich zugängliche Bücher gehören der Öffentlichkeit, und wir sind nur ihre Hüter. Nichtsdestotrotz ist diese Arbeit kostspielig. Um diese Ressource weiterhin zur Verfügung stellen zu können, haben wir Schritte unternommen, um den Missbrauch durch kommerzielle Parteien zu verhindern. Dazu gehören technische Einschränkungen für automatisierte Abfragen.

Wir bitten Sie um Einhaltung folgender Richtlinien:

- + *Nutzung der Dateien zu nichtkommerziellen Zwecken* Wir haben Google Buchsuche für Endanwender konzipiert und möchten, dass Sie diese Dateien nur für persönliche, nichtkommerzielle Zwecke verwenden.
- + *Keine automatisierten Abfragen* Senden Sie keine automatisierten Abfragen irgendwelcher Art an das Google-System. Wenn Sie Recherchen über maschinelle Übersetzung, optische Zeichenerkennung oder andere Bereiche durchführen, in denen der Zugang zu Text in großen Mengen nützlich ist, wenden Sie sich bitte an uns. Wir fördern die Nutzung des öffentlich zugänglichen Materials für diese Zwecke und können Ihnen unter Umständen helfen.
- + *Beibehaltung von Google-Markenelementen* Das "Wasserzeichen" von Google, das Sie in jeder Datei finden, ist wichtig zur Information über dieses Projekt und hilft den Anwendern weiteres Material über Google Buchsuche zu finden. Bitte entfernen Sie das Wasserzeichen nicht.
- + *Bewegen Sie sich innerhalb der Legalität* Unabhängig von Ihrem Verwendungszweck müssen Sie sich Ihrer Verantwortung bewusst sein, sicherzustellen, dass Ihre Nutzung legal ist. Gehen Sie nicht davon aus, dass ein Buch, das nach unserem Dafürhalten für Nutzer in den USA öffentlich zugänglich ist, auch für Nutzer in anderen Ländern öffentlich zugänglich ist. Ob ein Buch noch dem Urheberrecht unterliegt, ist von Land zu Land verschieden. Wir können keine Beratung leisten, ob eine bestimmte Nutzung eines bestimmten Buches gesetzlich zulässig ist. Gehen Sie nicht davon aus, dass das Erscheinen eines Buchs in Google Buchsuche bedeutet, dass es in jeder Form und überall auf der Welt verwendet werden kann. Eine Urheberrechtsverletzung kann schwerwiegende Folgen haben.

## Über Google Buchsuche

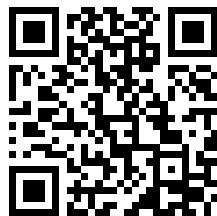
Das Ziel von Google besteht darin, die weltweiten Informationen zu organisieren und allgemein nutzbar und zugänglich zu machen. Google Buchsuche hilft Lesern dabei, die Bücher dieser Welt zu entdecken, und unterstützt Autoren und Verleger dabei, neue Zielgruppen zu erreichen. Den gesamten Buchtext können Sie im Internet unter <http://books.google.com> durchsuchen.

---

This is a reproduction of a library book that was digitized by Google as part of an ongoing effort to preserve the information in books and make it universally accessible.

Google<sup>TM</sup> books

<https://books.google.com>









Harvard College Library



FROM AN APPROPRIATION  
BY THE  
GRADUATE SCHOOL  
OF  
BUSINESS ADMINISTRATION











# The ADVERTISING WORLD

## INDEX TO VOLUME XXXI.

JANUARY, 1917, TO JUNE, 1917.



	PAGE
Advertising Circulars, New Rules ..	240b
Advertising the War Loan .. ..	257
Advertising Campaigns :	
Advertising Baby Week .. ..	476
British Eau de Cologne .. ..	44
"Durafit" Tailoring .. ..	404
The Fight for Prohibition :	
Strength of Britain Movement ..	28
The Case for the Distillers .. } to	
The Brewers' Standpoint .. ..	38
Old Bleach Linen .. ..	142
The Eagle and British Dominions	
Insurance Companies .. ..	222
C. A. Vandervell & Co. .. ..	244
The Y.W.C.A. Campaign .. ..	254
The Frazerton Apron .. ..	309
The Scholl Manufacturing Co. ..	322
Selling Insurance by Printers' Ink	459
A Car Card Campaign (De Reszke)	479
Advertising Man's Library. The :	
"Scientific Distribution." By	
C. F. Higham .. ..	40
"The Joint Stock Diary." By H. C.	
Emery .. ..	42
"Advertising by Motion Pictures."	
By Ernest A. Dench .. ..	158
"The Boy's Book of Business."	
By Cecil Chisholm .. ..	238
"Street's Newspaper Directory" ..	238
"The Modern Boot and Shoe	
Maker" .. ..	328
"Mitchell's Newspaper Directory" ..	328
"Factory Efficiency." By H. N.	
Casson .. ..	412

	PAGE
Advertising Man's Library—continued.	
"General Cargo."—By Rd. E.	
Goddard .. ..	414
"Lydiatt's What's What in	
Canada" .. ..	416
Advertising Prospects for 1917	
(an interview with Mr. Philip	
Benson) .. ..	14
Aeronautics .. ..	495
Amalgamated Press Report .. ..	82
An Advertiser with a Policy—Mr. H.	
Dennis Bradley .. ..	56
Argus Printing Co. Report .. ..	87
Associated Advertising Clubs .. ..	389
Auctioneers and Bill-Posting .. ..	280
Bill-Posting—By Mr. Arthur Northam	
242, 340	
Blocks, The Price of Process, Deputa-	
tion to Makers .. ..	154
Bovril Pictures .. ..	190
British Industries Fair .. ..	180, 258
Business Going Out	
80, 186, 276, 357, 430, 505	
Business Names ; The Registration of.	
By Mr. Arthur Bockett .. ..	136
Cambridge Magazine, The .. ..	280
Chairman and Gentlemen :	
The Aldwych Club—	
Mrs. Fawcett on "Woman's	
Sphere after the War" .. ..	89

# THE ADVERTISING WORLD

	PAGE
Chairman and Gentlemen— <i>continued</i> .	
Mr. S. Turner on "Eclipse or Empire" .. .. .	89
Mr. Axel Gerlalk on "Denmark and the War" .. .. .	194
Sir Harry Wilson and Mr. Robert Bateman on "Old English Water Colours" .. .. .	283
Mr. Willfred Stokes on the Stokes gun .. .. .	283
Sir Edward Carson Luncheon ..	283
Sir Wm. Clarke's Address ..	346
The Paper Restriction Order ..	362
Mr. R. G. Knowles' Address ..	363
Mr. T. C. Elder—"Brains and Business" .. .. .	364
Mr. Geoffrey Pyke on "To Ruhlben and Back" .. .. .	364
Mr. Holbrook Jackson on "Imagination in Business" .. .. .	425
Mr. Bruce Walker on "British Opportunities in Canada" ..	435
Mr. T. W. McAra on "Co-operation v. Co-partnership" .. .. .	435
Sir Albert Stanley Luncheon ..	436
Mr. Edward Marshall on "A Talk about American Personalities" ..	436
Annual Meeting .. .. .	506
Mr. A. K. Yapp on "The Romance of the Red Triangle" .. .. .	506
Mr. J. Harris Vickery, LL.B., on Law Reform .. .. .	506
Society of Motor Advertising Managers—	
Mr. E. W. Delacour on "The Relative Value of Media" ..	91
"How to Carry on an Overseas Advertising Campaign" ..	195
"Securing Attention Value" ..	283
Sales Managers' Association—	
Mr. J. Russell on "Salesmanship by Printed Matter" .. .. .	90
Mr. E. T. Nind on "A British Trade Mark" .. .. .	196
Mr. John Hodge on "Capital and Labour" .. .. .	284
The Metric System Debate ..	363
Mr. Kennedy Jones on "The Food Problem" .. .. .	436
Mr. Bottomley on a Business Government .. .. .	507

	PAGE
Association of Advertising Women—	
Mr. Samson Clark on "The Position of Women after the War" ..	92
Mr. C. F. Higham on "The Value of the House Organ" .. .. .	196
The Fifth General Annual Meeting ..	284
Mr. Wareham Smith on "A National Scheme of Government Advertising" .. .. .	508
National Advertising Society ..	284
Annual Meeting .. .. .	364, 490
Annual Meeting of Association of Advertisement Managers ..	364
Changes in the Advertising Field ..	80, 186, 359, 417
Company Reports and Meetings ..	358
Correspondence :	
A Critic on the Hearth—Mr. Grimaldi .. .. .	318, 389
National Service—Mr. Thomas Russell .. .. .	172
The Position of the Bill Posting—By Mr. Sheldon .. .. .	217
The Registration of Business Names Act—Letter from Mr. A. Bockett .. .. .	217
The Right to Refuse Advertisements .. .. .	54
To Pessimistic Agents—Mr. E. H. Reeves .. .. .	316
Costing Printers' Congress .. ..	388
Coventry Food Economy Campaign ..	473
Current Advertising :	
An-on Underwear .. .. .	454
Army Club Cigarettes .. .. .	24
AutoStrop Razor .. .. .	388
Bynogen .. .. .	385
C.A.V. Accumulators .. .. .	246
Church Army .. .. .	17
Colleen Soap .. .. .	21
Cook's Farm Eggs .. .. .	122
Dr. Dys .. .. .	23
Dunlop Tyres .. .. .	124, 334
Duro Cloths .. .. .	332
Erasmie Soap .. .. .	20, 454
Flor-de-Dindigul .. .. .	22
Haig Whisky .. .. .	132
Harley Davidson .. .. .	348
Harvey's Port .. .. .	336
His Master's Voice .. .. .	19



# THE ADVERTISING WORLD

	PAGE
<i>Current Advertising—continued.</i>	
Ingersolls .. .. .	21
Kenrick & Jefferson .. .. .	128
Lotus Boots .. .. .	387
LAUX .. .. .	336
Manfield's Boots .. .. .	387
Mazda Lamps .. .. .	120
Norvic Shoes .. .. .	387
O'Sullivan's Rubber Heels .. .. .	26
Perfection Soap .. .. .	19
Player's Tobacco .. .. .	126
Prices' Night Lights .. .. .	26
Price's Regina .. .. .	388
Pullars, Perth .. .. .	24
Rinso .. .. .	20
Roland Macassar Oil .. .. .	184
Ryder's Seeds .. .. .	122
Spinet Cigarettes .. .. .	21
Steelite Cars .. .. .	23
Turf Cigarettes .. .. .	126
Vaseline, Carbulated .. .. .	114
Vi-Cocoa .. .. .	119
Vinolia .. .. .	21, 334
Vinol .. .. .	132
Y.M.C.A. .. .. .	18, 385
Y.W.C.A. .. .. .	254
Zambrene .. .. .	220

## En Passant :

Advertising the New War Loan ..	11
Association of Advertising Agents, The .. .. .	446
British Trade Corporation, The ..	379
Contents Bills, The Suppression of	300
Economising Paper ? .. .. .	109
Essential Business (An) .. .. .	107
Friendly Criticism .. .. .	301
Good Work at St. Louis .. .. .	450
Goodwill (Sound) Advertising ..	445
Government Publicity .. .. .	105
Hail Columbia ! .. .. .	297
Indiscretion, A Well-meant ..	448
Information Wanted, More ..	299
Inspiring Proposition, An. . .	382
Looking Forward, 1917 .. .. .	9
Lyons, The Late Sir Joseph ..	451
Much-needed Lesson, A .. .. .	214
National Advertising Society—A Pension Scheme .. .. .	15
National Advertisers and Provin- cial Media .. .. .	447
No Looking Backwards .. .. .	377

## En Passant—continued.

	PAGE
On Making "Orders" .. .. .	298
Paper Supplies .. .. .	212
Propagandist Advertising (The Fight for Prohibition) .. .. .	13
Process Engravers and Block Makers .. .. .	108
Printing and Bill-Posting (New Restrictions) .. .. .	209
Pessimistic Agents (To) .. .. .	213
Process Blocks "Up" Again ..	449
Right (The) of Newspapers to Refuse Advertisements .. .. .	12
Significant Phenomenon (A) ..	110
Single-Sheet Posters .. .. .	301
Sound Advice .. .. .	449
Status of the Agent, The .. .. .	378
To Stop Advertising Cranks ..	381
Unfair Discrimination .. .. .	211
<i>Ideas</i> Competition Advertisements ..	418
Items of Interest 82, 188, 281, 360, 432, 502	
Kingsway Information Bureau, The ..	274
<i>Ladies' Field</i> , 1,000th Number ..	420
Law Reports, "A.W." :	
Advertising De Reszke Cigarettes. .	491
Dunlop v. Michelin Tyre Co. ..	184
Government Advertising in <i>The Observer</i> .. .. .	434
Liability for Restoring Advertising Sites .. .. .	192
Messrs. Hulton and Sir T. Whit- taker. . . . .	191
Mr. C. F. Higham v. Pathé Freres	191
New Anzac-on-Sea Case .. .. .	501
Tatem & Co. v. Gaumont Co. ..	433
Value of Bill-posting Sites .. .. .	501
Letts' Diaries .. .. .	87
Libel in Advertising .. .. .	140b
Lord Northcliffe Elected Director of <i>The Times</i> .. .. .	87
Mr. J. S. Elias presented with his Por- trait .. .. .	278
<i>National News</i> , The .. .. .	174
National Service, Mr. P. E. Derriek, Controller .. .. .	156

# THE ADVERTISING WORLD

	PAGE
National Service Advertising .. ..	390
National Service .. ..	240b
New Material for Paper-Making ..	424
New Premises : Messrs. Siviter Smith's	350
Newspaper Earnings in War-Time ..	182
New Year's Greetings and Calendars ..	88
Notes on Media	85, 189, 282, 361, 500
Overseas Advertising :	
South Africa .. ..	68, 342, 422
Canada .. ..	70, 266, 422
France .. ..	266
Holland .. ..	342
Morocco .. ..	70
Russia .. ..	424
U.S.A. .. ..	170, 342, 422
Italy .. ..	424
Germany .. ..	166, 342
New South Wales .. ..	422
New Zealand .. ..	424
Uruguay .. ..	266
Overseas Club, The .. ..	425
Personal Sketches of Well-known Ad- vertisers and Portrait Plates from Original Drawings :	
Mr. L. G. Sloan .. ..	16
Mr. Henderson Neal .. ..	112
Mr. A. W. Gamage .. ..	116
Mr. C. A. Vandervell .. ..	452
Postal Advertising : Interview with Mr. Arthur Chadwick .. ..	214
Poster Restrictions .. ..	276
Presentation to Mr. G. Wetton .. ..	493
Preventing the Waste of Human Effort. By Seebohm Rowntree .. ..	117
Printing Display ; A Fine .. ..	328
Printers' Enterprise : Capturing Ger- man Trade .. ..	402
Provinces, In the .. ..	
	74, 176, 268, 352, 354, 426, 492
Quack Medicines : Deputation to Lord Rhondda .. ..	
	187

	PAGE
Revaluation of Railway Advertising ..	483
Sir Charles Starmar—By Sidney Walton	470
Some Suggestions for Advertisers—Put forward by Mr. H. Simonis .. ..	110
Specialised Circulation .. ..	398
Subscribers' Advertising	78, 185, 272, 357, 428
<i>Sunday Times, The</i> .. ..	490
<i>The Times of India</i> .. ..	38
<i>Truth's</i> 40th Birthday .. ..	42
The House of Cassell .. ..	180
The Printing Arts Studio .. ..	348
Thomas, Mr. Ralph .. ..	187
Various and Sundry :	
Advertising by Banks .. ..	60
Advertising in Russia .. ..	221
Advertising Misused .. ..	308
Art and Advertising—Brangwyn ..	220
Birthday Honours .. ..	453
Carlton Artists at the R.A. .. ..	457
German Paper Famine .. ..	383
Italian War Posters .. ..	218
L.G.O. Booklets .. ..	113
National Service Posters .. ..	304
Next Reading Matter .. ..	114
Puzzle Advertising .. ..	62
Railway Advertising .. ..	307
Sir Arthur Liberty .. ..	383
Stock Exchange Advertising	116-305
The Association of British Adver- tisement Agents registered at Somerset House .. ..	308
The Late Sir R. Burbidge .. ..	453
<i>Ton-Day</i> as a Monthly .. ..	66
Volume of Advertising,	93, 197, 285, 365, 437, 509
War Loan Advertising .. ..	156, 240



HARVARD COLLEGE  
DEC 13 1917  
LIBRARY

# *The* ADVERTISING WORLD

JAN. 1917

PRICE 1/-

DEC 13 1917

**T**HE demand for advertising space in "PUNCH" largely exceeds the available supply each year, and much desirable business has to be declined because of the rigidly limited space. But to add to the number of advertising pages in "PUNCH" would be an injustice to readers.

As the pleased reader is necessary to make profit for the advertiser, "PUNCH" sacrifices thousands of pounds worth of advertising each year by refusing to meet the full demand for advertising space which is so much in excess of the supply limit.

This sacrifice, however, is cheerfully made in order to maintain the interest of its readers and the value given to those advertisers who secure part of the limited space available in any issue. The possibility of your being excluded is, after all, merely a question of procrastination or immediate action. Book now for 1917.



ROY V. SOMERVILLE  
Advertisement Manager. "Punch"  
10 Bouverie Street  
London. E.C.



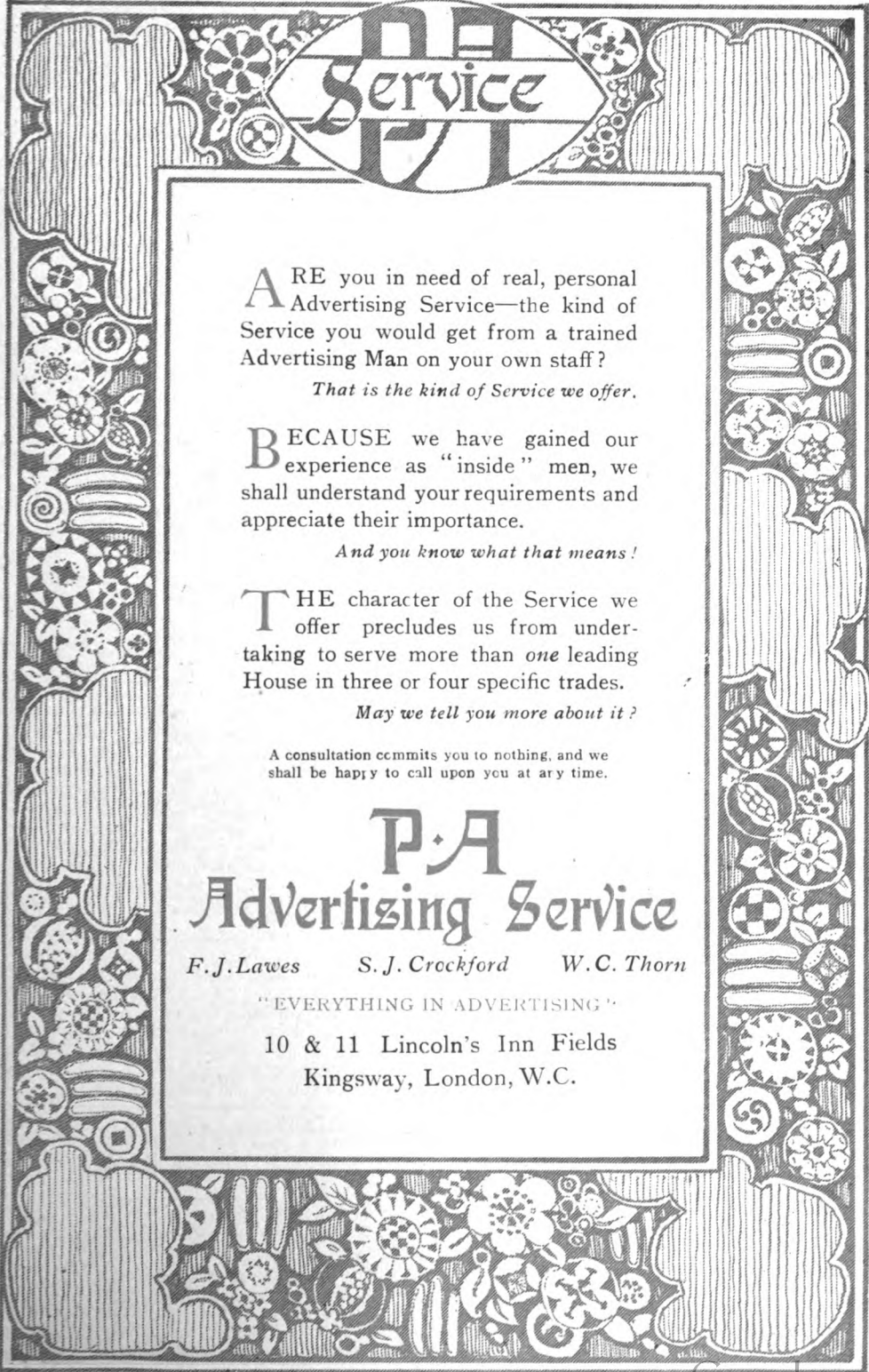


North - East Lancashire possesses two chief essentials of the profitable home market: large populations and big wage-earning capacity of the workers. It is one of the most densely populated areas in the country, and the people earn more, family for family, than those of any other part of the country.

The "Northern Daily Telegraph" covers North-East Lancashire to the extent of ten to one compared with any other daily paper.

Head Office  
BLACKBURN

London Office  
85 FLEET ST., E.C.



## Service

ARE you in need of real, personal Advertising Service—the kind of Service you would get from a trained Advertising Man on your own staff?

*That is the kind of Service we offer.*

BECAUSE we have gained our experience as “inside” men, we shall understand your requirements and appreciate their importance.

*And you know what that means!*

THE character of the Service we offer precludes us from undertaking to serve more than *one* leading House in three or four specific trades.

*May we tell you more about it?*

A consultation commits you to nothing, and we shall be happy to call upon you at any time.

## P.A. Advertising Service

F. J. Lawes

S. J. Crockford

W. C. Thorn

“EVERYTHING IN ADVERTISING”

10 & 11 Lincoln's Inn Fields  
Kingsway, London, W.C.

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :  
The "A.W." Professional Bureau, Sardinia House, Kingsway.

Telephone : Special Bureau Line  
HOLBORN 2270.

### SITUATIONS WANTED

#### Advertising Manager (B. 12)

Has held similar position with one of the best known firms in tyre trade. Trained journalist and thorough knowledge of all branches of advertising. Cinema trade preferred. Salary, £300.

#### Drapery (B. 11)

Advertising Manager, with thorough knowledge of this business and advertising, seeks change. Exceptional references and specimens of work. Salary £400.

#### Advertising Manager (B. 14)

Valuable experience on the sales side of several large manufacturing concerns. Thorough knowledge of all branches of publicity. Accustomed to control of outside staff, preparation of form letters and follow-ups, drawing up campaigns, etc. Age 27. Salary £250.

#### Advertising Manager (B. 10)

Thorough knowledge of business, has handled £50,000 per annum appropriation. £300. Age 32.

#### Advertising Manager (B. 9)

Experience gained with London Daily Agencies and leading West-End Store. Trained journalist, with thorough knowledge of all Advertising methods. £450-£500. Age 35.

#### Cinema Preferred (B. 13)

Thoroughly experienced in all forms of press advertising and preparation of booklets. Good copy-writer and journalist. Has held position in advertising department of tyre firm with world-wide reputation. Age 31. Salary £300.

#### Advertising Woman (B. 8)

Good all-round knowledge of copy, media, processes, etc. Experience gained with leading daily, department store and agency. Special knowledge of Drapery Advertising.

#### Advertising and Sales Manager (B. 15)

At present advertising manager to large manufacturing firm. Thorough knowledge of all branches of advertising, especially Railway, Buses, Trams, etc. Age 27. Medically unfit. Salary £400.

#### Publicity Manager (B. 20)

Practical printer, journalist and copy man. For nearly four years manager of the publicity department in a famous film renting concern. Fully experienced in all branches of commercial advertising. Age 45. Open to offer.

#### High Grade Man (B. 19)

Advertising Manager, for 10 years in control of the Advertisement Department of large manufacturing concern with world-wide reputation. Is experienced in Electrical Engineering and Chemistry; has written on technical matters, and done a good deal of literary work for well-known papers. Has expert knowledge of posters, and advertising methods in general. Is open to accept new engagement from June, 1917. Over military age. Salary £800.

#### Part Time (B. 21)

Thoroughly experienced advertising man with good connection is open to take charge of one or two accounts on a part time basis. Will also undertake Editorial and Journalistic work, or representation. Specialities—food-stuffs, remedies, dog foods, cycles. Salary from five guineas per month.

#### Advertisement Canvasser (B. 16)

Well-known man, at present on the staff of one of the most popular weeklies, desires to make a change.

#### Advertising Manager (B. 17)

Young energetic man, discharged from Army. Thoroughly experienced in all branches of advertising. At present with large manufacturing concern handling all forms of publicity, as head. Desires position where there would be more scope for individual ability. Age 25. Salary £200.

**W**E can serve you to best advantage, either small or large Appropriation, with a view to **ECONOMY. PERSONAL SUPERVISION.**

War - time rates carefully valued.

Knowledge of "Media" Value assessed.

*ESTABLISHED 1888.*

Home and Colonial Advertising,  
Efficient and Economical Agency.

**THOMAS BROWNE  
& COMPANY,  
7 CHICHESTER HOUSE  
84 CHANCERY LANE, W.C.**

Telephone: 4656 Holborn. Telegrams: "Obedience, London."  
Bankers: Capital & Counties, High Holborn.

We can open up for you the Great Market of

**"GERMAN-FREE" RUSSIA**

at a minimum cost with maximum results by means of our

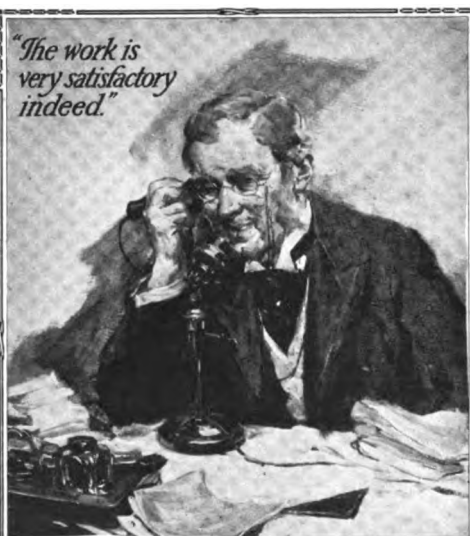
**Efficient & Economical  
Advertising Service.**

**The RUSSIAN**

ADVERTISING AGENCY Ltd.

**359 STRAND, LONDON**

*Tel. Gerrard 2357.*



*"The work is  
very satisfactory  
indeed."*

That's the kind of message "G&A" Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. *Send us your next order.*

GARRATT & ATKINSON, Blockmakers, EALING London W.

**The A.O.D.**

**Association of Designers**

Makers of Illustrations and Designs for ADVERTISERS and PRINTERS. "Selling force" ideas - novel and artistic treatments in every class of commercial art for printing and advertising. Photography. Ring Up City 1191

**210 · STRAND · LONDON · W.C**

Monthly

**2<sup>d.</sup>**

600 pages

**LONDON**

THE

**TIME-TABLE 2<sup>d.</sup>**

Monthly

**2<sup>d.</sup>**

600 pages

AND RED RAIL GUIDE (ABC)

**FITS THE POCKET IN SIZE AND PRICE**

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

**General Offices: Hampden House, 3 Kingsway, London, W.C.**

Special Features:—Steamship Guide, Buyers' Guide, Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

JANUARY 1917

## CONTENTS

	PAGE		PAGE
En Passant:		Overseas Advertising:	
Looking Forward—1917 ... ..	9	Publicity in South Africa—By Stanley Bartlett ... ..	68
Advertising the New War Loan ...	11	Canada—Novel Test of Circulation	70
An Unfortunate Decision (The Right of Newspapers to Refuse Advertisements ... ..)	12	British Trade with Morocco ...	72
Propagandist Advertising (The Fight for Prohibition) ... ..	13	In the Provinces ... ..	74
Advertising Prospects for 1917 (An Interview with Mr. Philip Benson)	14	Subscribers' Advertising ... ..	78
The National Advertising Society—A Pension Scheme ... ..	15	Changes in the Advertising Field ...	80
Mr. L. G. Sloan, with Portrait ...	16	Business Going Out ... ..	80
Current Advertising ... ..	17	Items of Interest ... ..	82
The Fight for Prohibition:		Amalgamated Press Report ... ..	82
Strength of Britain Movement ...	28	Notes on Media ... ..	85
The Case for the Distillers ... ..	32	Letts' Diaries ... ..	87
The Brewers' Standpoint ... ..	36	Argus Printing Co. Report ... ..	87
<i>The Times of India</i> ... ..	38	Lord Northcliffe elected Director of <i>The Times</i> ... ..	87
The Advertising Man's Library:		New Year Greetings and Calendars ...	88
"Scientific Distribution"—By C. F. Higham ... ..	40	Mr. Chairman and Gentlemen:	
"The Joint Stock Diary"—By H. C. Emery ... ..	42	The Aldwych Club—Mrs. Fawcett on "Women's Sphere after the War," Mr. S. Turner on "Eclipse or Empire." ... ..	89
<i>Truth's</i> 40th Birthday ... ..	42	Sales Managers' Association—Mr. T. Russell on Salesmanship by Printed Matter ... ..	90
<i>To-day</i> Suspends Publication ...	42	Society of Motor Advertising Managers—Mr. E. W. Delacour on "The Relative Value of Media." ... ..	91
Advertising British Eau de Cologne (Messrs. Yardley) ... ..	44	Association of Advertising Women—Mr. Samson Clark on "The Position of Women after the War." ... ..	92
Correspondence—The Right to Refuse Advertisements ... ..	54	Volume of Advertising ... ..	93
An Advertiser with a Policy—Mr. H. Dennis Bradley ... ..	56		
Various and Sundry ... ..	60		

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries: single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address:  
/A111V /111 HOLB. LONDON.

'PHONE: 2269 HOLBORN

Cables:  
ADVERWORLD, LONDON





## J. WEINER'S VAN-AD POSTER SERVICE

**Y**OUR solus poster, printed in brilliant colours, moving through the crowded city, the wealthy suburbs, and the outlying residential districts right away to the coast—

This is what J. Weiner's "Van-Ad" Poster Service offers you at a low inclusive cost for printing and posting on the vans of the leading carriers.

### J. WEINER

**32 Shaftesbury Avenue, London, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.  
Full size poster sketches in colours free of charge.

Telephone 1128 Gerrard (3 lines).

Telegrams: "Lithoprint, Piccy, London."

# SERVICE

The INFORMATION BUREAU of *The Advertising World* renders free service to its subscribers by giving them definite and reliable information upon any subject connected with Advertising. It can tell you how best to market your goods at home or abroad, help you to choose the best agency for your purpose, and give you the addresses of makers of every kind of advertising material

## The Bureau Rules are simple.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

(Continued on next page)

## POOL'S Oracles for Advertisers

¶ It is our province to originate those selling ideas which are the life and soul of copy and illustrations, to embody them in effective, well-executed drawings and bright, human, convincing copy, and to place the finished advertisement in the right media.

¶ But copy and drawings, though much, are not everything. Behind them, if there is to be the real selling punch, there must be a *Plan*.

¶ Before we begin to prepare the copy and drawings we study the market—search for the best method of approach. Then, if necessary, we originate a Trade Mark and a Name. Next, guided by our fifty years' records and our latest filed statistics, we advise on media, and finally, we prepare the layouts, the sketches, the copy, the blocks, arranging the rotation and the dates of issue, passing the proofs, checking the vouchers, paying the accounts.

¶ And as the greater part of this service is absolutely free of cost, our clients obtain the maximum value from their press advertising.

## CHARLES POOL & CO., LTD.,

GEO. MURRAY, *Managing Director*

90-94, FLEET STREET, LONDON, E.C.

Telephones: Holborn 2210, 2211

Telegrams: "Advexero, London"

## A few of the Questions answered this month

1. Can you obtain for us the rights to place a model monoplane on the South African market?
2. Where can we obtain artificial flowers for a flag day?
3. Can you supply us with a list of firms controlling the bookstalls of England, Scotland, Ireland, and Wales?
4. We want a list of all the watch, clock, and jewellery trade papers published in France.
5. Please give us a list of firms who can supply large quantities of blotters.
6. From an advertising agency. One of our clients requires a quantity of bronze or other metal models of their mascot for use as a brooch or to fix on lappel of coat. Please put us in touch with a firm who could supply this article.
7. Inquiry from America for marquetry transfers—makers or agents.
8. Will you kindly give us the names and addresses of firms who make machines for producing form letters? We note that the Multigraph only is advertised in your last issue.
9. From an Indian firm. Please place us in communication with an agency specialising in Patent Medicine Advertising.
10. Where can we obtain lamp-shades for advertising purposes?
11. The address of the International Stamping Machine Co.
12. Can you find us an agent who will take control of the advertising for a small Service magazine?
13. We wish to know the names and addresses of firms who could design and supply a shop sign to represent a glove.

Sign Talks N°6. **THE DOMINATING SIGN.**



The first day the giant "John Bull" Poster appeared in the Strand it captured London, within a week it was talked about all over the country, within a month it was illustrated and written about throughout Europe and America. The "free" advertising it brought was worth more than its cost. We have an idea waiting for some big broad-minded advertiser, who will write to

**J. OLDHAM**  
The Effective Sign Works  
**LEEDS,**  
**E.**

Signs to cover all your needs Made and fixed by OLDHAM, Leeds.

# Choosing your Advertising Agents

**B**EFORE you made your decision in the choice of your Advertising Agents we venture to suggest that you asked yourself these questions. Who are these men? What have they done? Who are their clients? How do they stand financially?

Because we believe you must have considered these points, and will do so again if a time comes for you to make a change, we place our cards upon the table.

We are a modern advertising firm, too young to have become effete, old enough to know the business from top to bottom. For years we have served, to their entire satisfaction, some of the most reputable and experienced advertisers in Great Britain. Our clientèle is composed of well-known names. Financially we are sound. Our Bankers are The Capital and Counties Bank, Temple Bar Branch.

Our policy is to co-operate with the advertiser by an intelligent study of his selling problems—which frequently include distribution problems—and thereby evolve a progressive, co-operative & efficient selling plan.

*Telephone City 8782*  
*Telegrams "Myrtilline Fleet London"*  
**Brockie, Haslam & Co**  
ADVERTISING AGENTS & CONSULTANTS  
23 FLEET STREET LONDON E.C.

Dec. 13, 1917

VOL. XXXI. NO. 1 BUSINESS ADMINISTRATION JANUARY, 1917



## LOOKING FORWARD.



NEW year is a kind of milestone at which we all pause for a moment for a glance backward and forward.

Upon the road we traversed during 1916 our eyes will not, I think, be disposed to linger. A review of it would yield us much cause for self-congratulation, for advertising has endured the strains to which it has been subjected, in common with every other form of commercial activity, in a most admirable manner. It has shown itself to perform a function in modern trading of absolutely primary importance. There were those in the earlier days of the war who were inclined to look upon their advertising as a species of luxury that offered the most favourable opportunities for retrenchment. They are not much in evidence now.

Most of them learnt in a very practical manner, and not without pain, that commercial business can no more be conducted without advertising than an engine can be run without steam.

That such a lesson should have been taught, and learnt in an unforgettable manner, is not a little to set against the many losses occasioned to the advertising business by the war.

To look forward is to gaze into a very misty stretch of road, and we do not propose to prophesy. The course taken by military and political events will chiefly determine the commercial operations of 1917; and how impossible they are to foresee we may be reminded by the names of Mr. Hilaire Belloc, M. Marcel Hutin, Major Mohraht, and others. Prophecy is decidedly at a heavy discount just now.

But we may with confidence go so far as to say that we see no reason for advertisers and advertising men to feel unduly fearful of what this year may have in store for them. Every one of the signs points to a continuance and even an increase of advertising enterprise during the coming months. Operations may be conditioned by difficulties of obtaining various kinds of advertising material, space, paper, printing, etc., but they are not at all likely to be restricted as a whole to smaller limits than those at present confining them.

On the contrary, as the victory that will bring peace emerges—as it is emerging—every day more clearly from the clouds that have obscured it advertisers will strive with ever increasing energy to prepare for the resumption of general commercial activity.

There will be an enormous amount of business to be done both in home and overseas markets during the years immediately following the cessation of hostilities; but the competition for it will be keener than any of which the commercial world has yet had knowledge.

This is being more and more recognised in this country—fortunately for the future of our trade—and everywhere efforts are being made to key the machinery of production, and what is still more necessary the machinery of distribution, up to a hitherto undreamt of level of efficiency.

Quite apart from current advertising this preparative work is giving all those connected with advertising rapidly increasing employment for all their energies and abilities. There is no time to lose, for it is more than possible that the war will end as suddenly as it began; and to be found unprepared for peace may cost us more in the long run even than we have had to pay for being unprepared for war.

At this, the most critical passage that British commerce has ever had to essay, its fortunes are largely in the hands of those who have a specialist knowledge of scientific salesmanship. They will not fail to do their part, we are assured, if they receive proper support from the producers.

They must have this, and have it now, if British trade is to maintain anything like its pride of place under the new conditions.

We believe this support is being accorded to them more readily to-day than it ever has been in the past: and it is for this reason that we find ourselves able to look forward with high courage and full confidence.

The "after-the-war" times of commercial competition are going to be filled with unprecedented endeavour and the promise of unexampled achievement. The "nation of shopkeepers" should, as it will, be found ready to play a part in them worthy of its traditions and potentialities.

## ADVERTISING THE NEW WAR LOAN.



THE committee appointed by the Chancellor of the Exchequer to advise upon the advertising of the new War Loan consisted of Sir Hedley le Bas, Mr. P. de G. Benson, Mr. W. H. Carr, Mr. Paul E. Derrick and Mr. J. Wann, and thus represents some of the most important agencies in this country.

It will be observed that the Committee is composed of prominent members of the recently formed Association of British Advertising Agents, and may be regarded, perhaps, as the first indication of the influence of this body.

Despite the fact that its members are admittedly among our most able advertising men, the composition of the Committee has been freely criticised; but only one of the criticisms passed seems to us to call for serious comment. This is that a financial advertising expert ought to have been included.

Without entering upon a discussion as to whether the Committee as at present constituted may claim to possess any particular knowledge of financial advertising, we must express the opinion that this criticism is by no means so soundly based as might appear.

In advertising the War Loan what is necessary is not any specialist knowledge of financial operations, but a thorough understanding of the habits of mind of potential subscribers—that is, of the public at large.



The flotation of the loan is a national, not a City, undertaking. Its advertising is not a matter only, or mainly, for the financial specialist, but for the expert salesman, through the medium of the printed word, with the widest experience and knowledge of the great body of purchasers.

Advertisers often fail to achieve success because they attach more importance to the goods than to the possible consumers of them. The able advertising man will not fail to learn all he can of the goods he proposes to sell; but only as a means of discovering their "selling points." It is in knowing the market, and how it can be influenced, that the strength of his position is to be found.

And when it is a question of gaining the attention and interest of the great public it is the "trade" advertising man, and not the financial specialist who has the requisite knowledge of the most serviceable principles and practice.

## AN UNFORTUNATE DECISION.



THE letter from Mr. E. G. Sparkhall, advertisement manager of *The Guardian*, published on page 54, raises a point of very great interest to vendors of advertising space. The question involved in the case at the City of Westminster Court, to which he refers, is whether a newspaper proprietor, having contracted to reserve space for an advertiser, has any right to refuse "copy" which he may consider undesirable, unless he specifically reserved this right when the contract was made.

It has generally been held in practice that this right is inherent in a newspaper proprietorship. That it should be seems only reasonable, for otherwise all sorts of objectionable, even obscene, matter might be foisted upon a respectable newspaper for publication.

At Westminster the Judge took a different view. Moreover, with the affectation of superiority to ordinary human considerations that is so characteristic of the legal mind, he described "the whole affair as of a trumpery nature," and refused to state a case for a higher Court.

So far from the question at issue being "trumpery," it is, of course, of high importance, and sooner or later—sooner we hope—a legal decision of authority upon it must be sought for and obtained.

In the endeavour, at least as much in the public interest



as their own, to eliminate undesirable advertising, newspaper proprietors have of late years been exercising more and more freely what they had every reason to believe was their right to censor advertisement "copy." If in future they find that in effect they are liable to be fined every time they suppress the announcements of the swindler or the quack they may be pardoned for a slackening of their efforts to protect the public.

A great movement towards the attainment of a higher standard of commercial morality would thus meet with a serious setback.

We have no desire to take the decision of the Westminster Court Judge too seriously, but in future it would certainly be as well that the implied right of refusing undesirable "copy" by newspaper proprietors should be made explicit by a clause in all contracts, as suggested by our correspondent.

This would appear to be a very necessary measure of self-protection.

## PROPAGANDIST ADVERTISING.



"**THE** Strength of Britain" campaign in favour of the prohibition of alcoholic drinkables, and the replies it has produced from the distilling and brewing interests, once more brings to the front the question whether newspapers should accept propagandist advertising issued to further a cause to which editorially they are opposed.

It is not at all an easy question to answer, for the influence exercised by a great newspaper indubitably carries with it heavy responsibilities. For it to permit a wide circulation of attentive readers to be exploited by missionaries whose aims it believes to be opposed to the highest public interests may well seem an ethically indefensive proceeding.

Yet it is one of the chief claims of the Press that it affords a free arena for the discussion of the vital problems of the hour ; and if it became a common opinion that this claim could not be substantiated newspapers would lose a great deal of the respect upon which their power is based.

On the whole, we think that in most cases a newspaper should open its advertisement columns to the presentation of both sides of a debate, so long as the disputants conduct their arguments with "Parliamentary" courtesy: the paper reserving to themselves, of course, the right to comment editorially as they may see fit.

It is no sign of confidence in his own position for a partisan to limit, as far as he is able, his opponent's opportunities of obtaining a fair hearing. A good case can only be made stronger when it is contrasted with the weakness of the arguments that can be brought to bear against it: and a verdict obtained from a jury which has heard all the evidence is worth many times as much as one based purely on a biased, if honest, statement of the problem before it.

Scientific advertising as a means of distributing ideas rather than commodities is as yet in its infancy; but, especially of late, there has been ample foreshadowing of its inspiring future. Its possibilities will be very seriously limited, to the detriment of the public not less than of the advertising and newspaper publishing businesses if the directors of publications with ideas of their own take the narrowest instead of the broadest view of their obligations towards the causes to which they lend their support.

## ADVERTISING PROSPECTS FOR 1917

Notes from a Conversation with Mr. Philip de G. Benson.

THE COMMANDER-IN-CHIEF of a great advertising agency has to take long views. His business is not a day-to-day affair, but often involves both the outlining and detailing of plans to be executed months ahead.

Therefore it was with particular satisfaction that I found Mr. Philip Benson taking so favourable a view of advertising probabilities in 1917, during a recent conversation devoted mainly to the present position and immediate prospects of British commercial publicity.

Mr. Benson's optimism is very far from being blind, and his opinion therefore is the more weighty.

"I do not anticipate that advertising will be quite so brisk in 1917 as it was in 1916," he said. "Owing to many causes last year afforded advertisers exceptional opportunities of which most of them were quick to take advantage.

"Chief amongst these was the abnormally high purchasing power of the great mass of what I suppose we must still differentiate as the 'working' classes. Handling a great deal more money than they ever handled in times

of peace, the housewives of these classes find themselves able to buy better quality goods; which means the standard articles that are advertised instead of inferior substitutes. It was of no use for advertisers to appeal to many of them in pre-war times. They simply had not the money to buy goods of standard quality. No doubt for the most part they know that in buying the cheapest commodities, in pitifully small quantities at a time, they were being the reverse of economical; but it was out of their power to do otherwise.

"With separation allowances and earnings as munition workers they are in an entirely different position, and advertisers of really sound household commodities of every description have been among the first to reap the benefit. Their appeals have won a ready response from a class of consumer formerly absolutely beyond their reach for economic reasons.

"Here and there, perhaps, there may have been a regrettable indulgence in luxuries by those who for the first time in their lives found themselves passably

well-to-do, but I think that in general the war money earned by the nation's workers has been wisely spent in improving the necessary equipment of the home, and in buying food and clothing of better quality. In doing so they have, of course, been well-advised, for, apart from their other advantages, the best goods always prove the cheapest in the end.

"I do not see that there is any near prospect of the purchasing power of the huge body of consumers being lessened, and therefore the advertisers who cater for it may be expected to continue their activities to the extent of their abilities.

"What *may*, however, lead to a diminution in advertising expenditure is the increased difficulty experienced by many manufacturers in obtaining raw material of one kind or another. If production has to be diminished for this, or any other, reason advertising expenditure is bound to fall off.

"In expressing an opinion as to what advertisers ought and ought not to do people sometimes fail to remember that if money is not available it cannot be expended upon advertising however favourable the prospects may be.

"Moreover it must be borne in mind that there is a generally prevalent conviction among business men—and

especially among auditors—that advertising expenditure, except in the case of an entirely new business, should be paid for out of current income.

"Those who are able to do so will, as they are doing, advertise to maintain goodwill, even if unable to supply goods for the time being. They are the manufacturers who are making useful profits from munition work and so can afford to set aside a fair amount for advertising, even though they cannot immediately profit from it. Their position is a fortunate one, for unquestionably they will reap the benefit of this advertising when there is a return to normal trading conditions. Others are not so happily placed and, with all the will in the world, cannot adopt a similar policy.

"The increased cost of advertising material is bound to involve a decrease in the volume of advertising, looking at it as bulk. In expenditure I do not think—unless very severe restrictions as yet unshadowed are placed upon trade—that there will be any considerable reduction. At the same time, I must disavow any intention to claim authority as a prophet. It is not a claim I should at any time be inclined to put forward—the future always holds too many surprises—and it appeals to me less than ever just now."

---

## THE NATIONAL ADVERTISING SOCIETY

### A Pension Scheme

IT IS with pleasure we note that the National Advertising Society have adopted a scheme whereby pensions may in future be granted to advertising men, members of the society, who have fallen on evil times. This decision was come to at a special meeting held a few days ago when it was arranged that the pension may be of any sum up to £26 per annum, and that the Committee shall, in special cases, have power to make an additional grant up to £25 per annum. This certainly constitutes a handsome allowance in return for the small contribution asked for from the members. We congratulate the society on this new step, which will further

popularise a very useful organisation engaged in doing good work. Some advertising men are not as thrifty as they might be, and others through age, misfortune and causes not under their control find themselves with advancing years in reduced circumstances. To many a man it will be a real comfort to feel that the society is entitled to help him permanently in his hour of need.

The important step which has now been adopted on the advice of the committee constitutes another strong reason why advertising men should join their own society which has been instituted to help them.

# LAWRENCE GUNN SLOAN

An Appreciation by Fredk. E. Potter.

THE SUBJECT of this brief notice was born at Edinburgh in 1859, so has the inestimable advantage of being a Scotsman—a son of that race which has *really* subjugated the world! Like so many successful men, he started work at an early age, having to “bear the yoke in his youth,” and like so many Scotsmen he early forsook his country, attracted by the lure of London. For some time he was associated with the well-known house of John Walker & Co., leaving there to represent goods which have become world-famous, and for which he travelled the country thoroughly. He is one of the best-known and most respected men connected with the stationery trade. It was due to his indomitable energy that the Koh-i-noor pencil achieved such world-wide fame.

In the year 1900 Mr. Sloan commenced handling Waterman's Ideal Fountain Pens, for which he is the sole and exclusive agent for the British Empire (excepting Canada) and for Europe, a sufficiently large part of the world to control. He is “a born advertiser,” having the profoundest faith in the results of first-class publicity applied to a quality article. He has every reason to be gratified with the remarkable success which has attended his care of this business and of the pluck shown in advertising—both in the home country and in that large part of the globe to which he distributes these goods. One great service rendered to the stationery trade, and incidentally to other trades also, was his pioneer work for price maintenance. With conspicuous courage and in spite of much misunderstanding he decided to protect the selling price of the goods he handled. To quote his own words: “I determined to make the attempt, no matter what it might cost. I will confess that I suffered loss in consequence. Trade went down, the biggest customers threatened dire proceedings and took up with other leading lines. The largest account was closed, and remained closed for two years, but the one thing that grieved me most was the opposition of a friend who had been a great enthusiast. In spite of many disap-

pointments I never went back, and I have now the satisfaction of knowing that it is rather the rule than the exception for the manufacturer to protect the selling price of his goods.” He not merely wants to sell goods to the trade, but to ensure them a fair profit in the sale thereof to the public.

Were there space to do so, I could tell delightful stories of his beneficence; he is a man of splendid generosity, who values success and money for what they enable him to do. As to this and much else the writer has to exercise considerable restraint. Mr. Sloan is known to an army of newspaper men, amongst whom he is highly popular. Since the war began he has not only had vast business difficulties to contend with, but has been the subject of veiled attacks which have brought him great sympathy and which have aroused much trade and private indignation. All these things Mr. Sloan has met with dignity and courage, surmounting them all in due course. His two sons, who had recently finished their Cambridge University career, were in Germany at the outbreak of war for health reasons. They have spent over two years in the notorious civilian prisoners' camp at Ruhleben. In this sore trial a host of friends sympathise with him deeply. Readers of this journal were glad to learn that Mr. Sloan bought the entire interests of Messrs. L. & C. Hardtmuth, and is the owner of the magnificent building at The Pen Corner, Kingsway, which will be an enduring monument to him. The Sloan Electrical Co., Ltd., of Golden Lane, London, is another of his big and successful enterprises.

He is a member of the Aldwych, National Liberal, and Royal Automobile Clubs. His hobby, for which he has very little time, is golf. He is a member of the Royal and Ancient Golf Club of St. Andrews and of the Oxley Club at Northwood.

A man of honour, of great business acumen and courage, a loyal friend, unspoiled by success, a supporter of all kinds of effort for the good of others, it is no wonder that he has “troops of friends” both at home and abroad.



MR. LAWRENCE GUNN SLOAN.



**THIS paper**  
**Baypath Cover,**  
**Ripple White**  
ANTIQUE FINISH

**G. F. SMITH & SON**  
(LONDON), LIMITED.  
**HULL-LONDON-GLASGOW.**

## CURRENT ADVERTISING

### Being a Free Commentary on Recent Press Advertisements; with Reproductions of Notable Examples.

THE JANUARY sales were advertised in the customary vigorous style by the leading department stores and drapery houses, but there was nothing to note in the way of originality or distinction in the whole collection of announcements. This class of advertisement seems to have become absolutely stereotyped, and it would require close and critical examination for the announcements of one house to be distinguished from those of another.

As a weighty and stimulating reminder that the sales are "on" the

probably pay individual traders to make their announcements in some way or other distinctive. It is a point gained to make the woman-at-home go shopping; but it does not amount to much if she goes to someone else's shop.

Perhaps the best test of all the sale announcements was the reader advertisements of Messrs. Selfridge. The progressive reduction scheme of twenty-five, fifty and seventy-five per cent. for the first, second and third weeks of the sale, once more explained in them, was much more generally attractive than any apparently haphazard lowering of prices. It is rather surprising that other stores have not given more serious attention to "reader" advertising. Messrs. Selfridge have amply demonstrated its possibilities, but have by no means exhausted them. There are endless varieties of "readers" that could be used without any trespass upon the ground that Selfridge's have pre-empted.

The Y.M.C.A. "clock" advertising campaign plainly proved a great success. How much of this was owing to the popularity of the proposition and how much to the method of advertising it that was adopted may be problematical: but there is no doubt that a very large number of people became greatly interested in noting the progress of the moving hand round the dial towards the twelve o'clock mark of £250,000, and that many of them were directly led thereby to do something to accelerate it. The moving hand was certainly many times as exciting and eloquent as any record in mere figures would have been.

Big figures convey very little to the majority of people. Instead of using them alone it is always advisable to illustrate them diagrammatically or pictorially if it is desired that a quick and definite impression be made.



A WELL-POINTED APPEAL

mass of this advertising is undoubtedly effective. It produces and intensifies in the breasts of womankind those emotions that impel her to the action desired by the advertisers. If the advertising of sales were conducted on a co-operative basis this might be all that could be desired; but as it is in point of fact competitive, it would







uninspiring fashion. The selected *motif*—"Entertain quietly at home this Christmas"—lends itself readily to treatment warmly and intimately human, and such being the case it was a mistake merely to hang out a "quality" signboard. Dignity is a very good thing in its place, but when it means cold impersonality in advertising addressed to the general public it may with profit be disregarded. The advertisement prompting these observations is, of course, worthy of the high standing of the Gramophone Co., and so on: but it is not of the kind that makes business. It does not make the reader *want* anything—except to turn the page.

Messrs. Crosfield & Sons, Ltd., have been moved to employ humour—or what we may assume to be intended for humour—in the series of advertisements of which we reproduce two examples. We have rarely seen space, that had to be paid for in good money, filled by an advertiser with such dismal and pointless fooling. Merely as comicalities the illustrations used are at best stupid and at worst vulgar: as exercises in advertising salesmanship they are altogether beyond charac-



SEVERELY DIGNIFIED

terisation. Humour can be a potent force in advertising, and the sort of humour that can best express itself in a picture crowded with incident can be made remarkably effective, as Mr. Tony Sarg, amongst others, has shown; but what is meant to be funny must be



genuinely funny, if it is to do what is required of it.

That anyone can imagine that such advertising as this of "Perfection" soap is likely to have any beneficial influence in "selling the goods" is almost incredible. Perhaps there is a deep and ingenious scheme behind it; if so it is quite sufficiently well concealed.

How the simplest possible arrangement of type and illustration can be made effective, provided good materials

LOOK UPON THESE PICTURES CAREFULLY, and then let memory recall pictures of the old wash-day with its suds and steam, the distressing catch-cold atmosphere, the troublesome copper fire, the worry of the children and the meals, the backache—but enough, let us dwell upon the pleasant pictures which illustrate the use of

**RINSO**  
THE DIRT DISPELLER

No steam on wash-day with RINSO, no copper fire to wear away with the scrub, no nasty fumes to fill the house, no back-aching work to be done with RINSO.

Shake the clothes in cold water and RINSO overnight. Rinse and hang to dry in the morning. That's all.

Made by Hulse's, and sold in 2oz. and 1lb. Pouches everywhere.  
S. & H. HOSKIN LTD., LIVERPOOL, WEST BRISTOL & LONDON

#### EFFECTIVE SIMPLICITY

are used, is very well shown in the page devoted to an exposition of the virtues of "Rinso" that is in our collection this month. Thoroughly well-drawn illustrations and sound type are here combined to make a very good-looking advertisement, although in general design the display could hardly be more commonplace. As to the matter the advertisers of "Rinso" have, it may be, an easy story to tell, but even so, they may be admitted to have told it in this announcement in a notably lucid and forcible manner, both pictorially and otherwise.

As a general "reminder" the "Erasmic" soap display should serve its purpose fairly well. "The Soap for Every Season" idea embodied in it is

not bad in itself, but it suffers from one disability—it does not concentrate interest or attach it to the needs of the moment. The soap for every season is the soap for no season in particular. As we think, it would have been better for the advertisers to impress upon potential purchasers of their commodity the idea that it is the soap for *this* season, to give their announcements a topical point whenever they are published. In appearance the advertisement under notice is attractive and distinctive, though the illustration is rather too suggestive of a "fashion" drawing.

In the new series of displays, represented by one example in these pages,

The Soap for every Season.

4d per tablet.  
1/- per box.

**ERASMIC**  
The Dainty SOAP.

"ERASMIC" Admired London & Home.

TOO SUGGESTIVE OF A "FASHION" ANNOUNCEMENT

the advertisers of "Colleen" soap are still intent upon associating in the public mind the name of their commodity with the life-stories of famous beauties. They are pursuing a wise policy in doing so, for beauty and the toilet have an intimate and, with some exceptions, a most pleasant relation. To connect the thought of an advertised article

with an emotion of pleasure is always a good thing, and has much more practical effect than unimaginative advertisers would allow.

How utterly an ill-designed name block can mar the appearance of a

*Frances Stuart Hugging with the Duke of Richmond*

### Character

In correct quality and sweetness of character were joined with equally perfect physical grace and beauty in Frances Stuart. She learned that King Charles II. favoured her, and she learned that the Queen, that her bright beauty had been frequently displayed in his presence, and it left an indelible impression.

Colleen Soap was essential to the worth of an article, as to that of an individual. All the qualities of purity, gentleness, refinement, charm and character which made up the personality of the Duchess of Richmond are reflected in the soap, with its delicate oil and plant, with soap, the used to enhance the beauty of her complexion—first which is now world-famous.

**McClintock's Colleen Soap**  
Price 4½ per Tablet, 3 Tablets 1¼

FREE—The Colleen Soap of British Soapworks, containing all the qualities of purity, gentleness, refinement, charm and character which made up the personality of the Duchess of Richmond are reflected in the soap, with its delicate oil and plant, with soap, the used to enhance the beauty of her complexion—first which is now world-famous.

McClintock's, Ltd. (Dept. F 10), Donaghmore, Ireland.

#### PLEASANT ASSOCIATION

display is well shown in the advertisement of Messrs. Swears & Wells. The lettering adopted for the name is in this instance not only ugly but singularly mean-looking, and could not fail of itself to convey the impression of a fourth-rate business house doing a very "cheap" class of trade. We should recommend to the advertisers the immediate adoption of well-proportioned lettering, bold and distinguished enough to suggest the standing they would claim for themselves. No advertisers, in this field especially, can afford to let the idea gain ground that they have a less keen sense of dignity, distinction and refinement than their competitors.

### VINOLIA

The sparkling mountain stream in its source is not purer than the choice materials from which the Vinolia Toilet Preparations are made. This is the secret of their charm, the source of their exquisite delicacy and refinement. Their fragrance is natural and subtle, the fragrance of the flowers which grow in the mountains of France, and the fragrance of the flowers which grow in the mountains of France, and the fragrance of the flowers which grow in the mountains of France.

PREMIER VINOLIA SOAP, 4½ per Tablet, 3 Tablets 1¼

#### VERY DAINTY AND REFINED

As an advertisement for a "quality" soap that of "Vinolia" leaves little to be desired. Without any unnecessary affectation it strikes in a distinguished manner the notes of refinement and good taste. The appearance of the advertisement is in this case the most powerful recommendation of the commodity advertised—the human habit of associating ideas being what it is—and the few lines of text do no more than make its message articulate.

A series of advertisements that appear to be most ill-devised for their particular purpose are those of "Spinet" cigarettes.

## SWEARS & WELLS WINTER SALE

of SURPLUS and SOILED STOCK

WILL TAKE PLACE ON  
**MONDAY, JANUARY 8th, 1917**  
AND WILL BE CONTINUED THROUGHOUT THE WEEK

Reductions will be made in the following Departments—

Ladies' Tailormades.	Furs.	Millinery.	Blouses and Fancy Goods.
Ladies' and Girls' Outfitting.	Ladies' and Girls' Gloves, Hosiery, and Headkerchiefs.	Girls' Coats and Skirts.	Overcoats.
Ladies' Girls' and Children's Boots and Shoes.			Boys' Tailoring, Hosiery, etc.

**SWEARS & WELLS, Ltd.** 190-196 Regent St. London, W.

#### SPOILT BY THE NAME BLOCK

The name of the cigarette seems absolutely pointless, but the advertisers are committed to it now, so there is no more to be said. Quite apart



POINTLESS "GENERAL PUBLICITY"

from this the advertisements have been singularly devoid of any appropriately suggestive touch in matter or manner, though it must be admitted that all have been good-looking. The example



AN ENGAGING PERSONALITY

illustrated is a fair sample of many. It cannot, of course, be intended for more than "general publicity," but even so, does it suggest either by its appearance as a whole or by its details that a cigarette is being advertised, not to mention a cigarette in any way possessing special qualities? For all that one can see the advertisers might have utterly forgotten that it is a cigarette they are advertising—for the display would do equally well, or badly, for anything else.

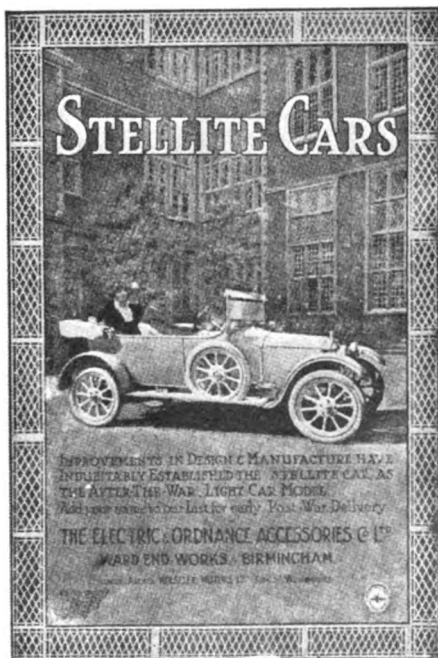
An engagingly quaint figure attracts the newspaper reader's wandering eye in the "Flor de Dindigul" advertisement reproduced. He is scarcely so striking a personality as the "Caps the Lot" young man who was at one time so prominently associated with the advertising of these cigars, but he is quite a happy creation. The use of a tinted background gives the advertisement rather a dull appearance, which would have been ob-

viated if the lettering of the name had been left white within its outline instead of being filled in with a darker tint.

The advertisers of the "Barri Layette" seem to have a peculiar affection for "fancy" lettering of an exceptionally hideous character. They have indulged it to the full in the advertisement reproduced on this page. Such lettering, we had hoped, belonged to the bad old days beyond all possibility of resurrection in Press advertising. The illustration of the advertisement, whatever else it is, is certainly



AN ESSAY IN "FANCY LETTERING"

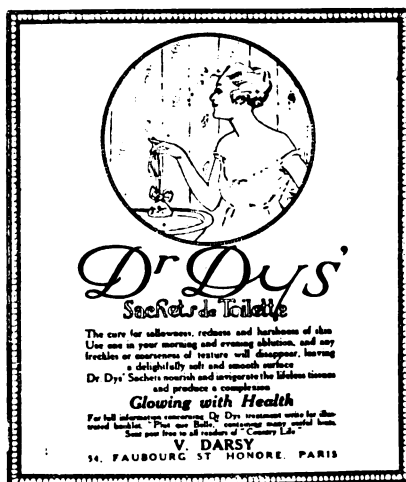
THE INVISIBLE NAMEAN IMPROVEMENT

ill devised to express the daintiness that the advertisers claim as the outstanding quality of their goods.

The advertising of "Stellite" cars, which, it is understood, are to cut a great figure after the war, has been marked by one very unusual peculiarity. Great care seems to have been taken in the majority of the displays to reduce the name of the car to practical invisibility. This is surely an unaccountable policy to pursue—unless the advertisements in question are to be looked upon as a series of unhappy accidents—in what is purely "general publicity" advertising. We venture to suggest that the advertisers are altogether missing the object of their advertising by the method in which they are conducting it; for they are neither impressing the brand name of their commodity upon the public mind nor putting forward any reasoned recommendation of it. They should set about doing both these things without delay, for the name of "Stellite" car and its merits are unknown to the greater number of those who might be induced to take an interest in them. An extreme of modest reticence may be

admirable in the young lady who has just emerged from the schoolroom; it does not furnish an ideal for the advertiser to follow.

"Quality" is expressed in a different but equally effective way in the advertisement of Dr. Dys' Sachet de Toilette. In this display an appropriately dainty illustration, delicate borders and letter-

APPROPRIATELY DISTINCTIVE



# Confidence

**T**HE fact that the Mather & Crowther Agency not only *helps* the Advertiser, but helps on honourable business lines, has created wide-spread confidence.

Never has this confidence found fuller expression than since the War began. Trusting to our advice, many advertisers have gone ahead with their campaigns and gone ahead successfully. Others have renewed plans suspended in the early days of War. Others have newly come into the Advertising field.

All by so doing have shown a confidence in Mather & Crowther methods which in these unsettled times is surely eloquent.

A list of these Clients, together with some other interesting and timely information, is at the disposal of any Advertiser who will ask for it. Write to-day.

**MATHER & CROWTHER LTD.**  
New Bridge Street, London, E.C.



might have its good points, but it does not "tell" in the advertising columns of the Press, to which people turn for information rather than for such blunt-pointed pictorial "wheezes" as forms its matter. The suggestion made in the underline is, moreover, weak in being negative. Smokers demand something more of a cigarette than that it shall not disagree with them.

Price's Night Lights have for a considerable time past been advertised with a great deal of skill. The advertiser's appeal has been most understandingly



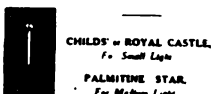
Shaking my hair from my eyes, I lifted my head and tried to look boldly round the darkened room. At this moment a light gleamed on the wall. Was it, I asked myself, a ray spurted in the blind? No, moonlight was still, and this started while I gazed, it glided up to the ceiling and quivered over my head. I thought the swift darting beam was a herald of some coming vision from another world. My heart beat thick, my head grew hot, a sound filled my ears, which I deemed the rushing of wings, something swarmed near me. I was oppressed, suffocated, endurance broke down. I rushed to the door and shook the lock in desperate effort.

CHARLOTTE BRONTË  
in *Jane Eyre*

Children — even  
the bravest—fear  
the dark.

## Price's Night Lights

give a sense of security to  
imaginative children  
and highly-strung adults



CHILD'S ROYAL CASTLE,  
For Small Lights

PALMITINE STAR,  
For Medium Light

CLARKE'S PYRAMIDS,  
For Large Light and use with CLARKE'S  
FOOD WARMERS



ATTRACTIVE, BUT  
LACKING IN  
STRENGTH

humanised, as in the case of the display illustrated herewith. In this case the fear of the dark, which often inflicts unspeakable torture upon children, is the text chosen. It is amplified by a quotation from *Jane Eyre*, which, however, to us does not appear the happiest that might have been selected, since it deals with the terror inspired by an unaccountable ray of light in a dark room and not by the darkness itself. The advertisement as a whole makes an attractive display of an unpretentious kind, and has enough of an individual character to stand out from its surroundings. Both in matter and style it is somewhat lacking in strength and the power to arrest attention, but in all other respects it is a workmanlike performance.

Full of fruitful suggestion is the advertisement of "O'Sullivan's"



## YOU WILL ENJOY A WINTER'S WALK If you wear O'Sullivan's Heels.

Only by practical experience can you know the comfort of walking with O'Sullivan's shaped rubber heels

These perfect rubber heels will preserve your feet from jarring contact with the hard and frosty roads, and double the life of your boots. If you have never worn O'Sullivan's before, start now and secure a winter of easy walking which will vastly benefit your health.

Your bootmaker will fit them for you, thus adjusted they become a part of the boot itself, and are invisible in wear

# O'Sullivan's

SHAPED  
RUBBER HEELS

LADIES' 1/- pair. MEN'S, 1/6 pair. Postage extra.

The B. F. GOODRICH Co. Ltd., 117-123, Golden Lane, E.C.

A GOOD "SELLER"

rubber heels. Its strength lies in the fact that the advertisers' recommendation of their goods is not general but specific. The advertisement is therefore sure to make an impression that is clean cut and definite. Readers will obtain from it not merely a vague feeling that the commodity advertised has its good points, but a distinct idea that it has qualities that are specially desirable now. It is rather curious that in the matter, since walking on frosty roads is the theme, no mention is made of the usefulness of rubber heels in preventing slipping. The point, one would think, might be worth some emphasis. Some sort of illustration of the article advertised would probably have added to the effect of this announcement, but as it stands it strikes as eminently a "seller."

*Remington Notes*, the house organ of the Remington Typewriter Co., reached lately the first number of the fourth volume. It is a very well turned out little paper, which should be useful to those who work a Remington, and so be of service to the company. It seems a shame, though, judging by the picture on the cover, to make so charming a lady typist come to her office so early as 8.30, unless that is the hour of leaving, which is worse!

# What the CRITICS say of SCIENTIFIC DISTRIBUTION by Charles Frederick Higham

The TIMES says:—

"A study marked by breadth and ability."

The SUNDAY TIMES  
says:—

"Well worthy the serious attention of all actively engaged in the life of the modern world."

The MORNING POST  
says:

"Dignified and well-written—an atmosphere of poetic, even prophetic, imaginativeness pervades this interesting and instructive book, and only the snob, still clinging to a false gentility, will be able to resist its curious, many-sided charm. It is a treatise on a neglected branch of economics. But there is nothing dismal in its science, and we are inclined to class it as real literature."

The DAILY NEWS says:—

"Mr. Higham has raised the art of advertising to the dignity of a science."

The DAILY EXPRESS says:—

"A splendidly conceived, splendidly written, splendidly produced volume. It is a book which every man who has his soul in his work should possess."

The ADVERTISER'S  
WEEKLY says:—

"It is certainly a book which ought to make a lasting impression on behalf of advertising. It is quite a model of effective progressive statement. In dealing with the modern aspect of advertising he covers almost every phase of the ground particularly in relation to selling. Mr. Higham is always sanely suggestive and on occasion almost profound."

## 170 PAGES 12/6

POSTAGE 5d. EXTRA.

Sent post paid for 12/11. Send P.O. payable to:—

### Charles F. Higham Ltd.

Imperial House  
Kingsway, W.C.

or  
Your Bookseller can supply you.  
Published by Nisbet & Co. Ltd.

# THE FIGHT FOR PROHIBITION



## A Great Campaign Waged by Advertising for and against the Suspension of the Liquor Trade and some Account of the Methods and Media Adopted

THE GREAT campaign for and against the prohibition of the drink traffic during the war is the subject of an article in another part of this issue. The campaign is of singular importance to advertising men, because of the recognition by all three of the contesting parties of the power of advertising. Never before, we believe, has a momentous contest of this nature been waged almost exclusively through the advertising columns of the great papers, though with some aid from the hoardings. Hitherto such a battle has always been fought on the platform, by the distribution of hundreds of thousands of pamphlets and in the editorial columns of the Press. In this struggle nearly every great publication in the country that has a really big circulation has been utilised for the purpose by one or other of the contestants, if not by all. As the outstanding features of the campaign—the strategy we may call it—are referred to elsewhere it is not necessary to deal with them here. We present to our readers in the following pages, however, some account of the tactics of the battles as told by or gathered from the generals who are responsible for them.

## THE STRENGTH OF BRITAIN MOVEMENT

FIRST OF all we publish the story of the Strength of Britain Movement as told to us by Mr. P. G. A. Smith, who is taking a prominent part in that campaign. He said:—

“The Strength of Britain Movement is the outcome of the Business Men’s Prohibition Movement, which was inaugurated in the spring of 1915 when over a quarter of a million people independently sent appeals for war-time prohibition to Mr. Lloyd George. The organisers of this movement were Mr. Hy. Randall and Mr. Angus Watson, both well known in the advertising world. The immediate cause of the founding of the Strength of Britain Movement was, however, the meeting held at the Hotel Cecil in June of last year. Its object everyone knows, and its promoters felt that newspaper advertising was the quickest and most effective way of reaching the public. It was realised that by that means ten to twelve million people could be told all about it in the space of a few days. The organisers drew up their scheme of publicity and submitted it to other business men,

who supported it very generously, help coming from all over the country, and from abroad, too. We asked for £50,000, and though the whole of that has not yet been received, money continues to come in freely. The expending of the £50,000 will not, however, be the limit of our campaign unless our aim be first achieved. Mr. Arthur Mee, who organised the memorial to Mr. Lloyd George, is carrying on the work on the literary side and I am copy-writer. I have also addressed a good many meetings in provincial towns, with the result that we have established committees in many of the big centres in the country. From those places, too, generous financial support has been received. All the organising committee, I may say, are working in an honorary capacity. We have no paid officials.

“We started advertising in October last, and one of our most successful advertisements was that which then appeared in *The Times*. It was entitled ‘The Real Waste,’ and contained a picture representing the various leakages from a huge boiler ‘Britain’s Strength.’ There were small leakages



## To James Watt.

whose tea-kettle experiment was productive of results so far reaching and revolutionary,

### THE PASSING SHOW

gives thanks. Without the immeasurable benefits conferred by steam power, the rapid production and wide circulation of such a weekly as "The Passing Show" would not have been possible, neither would there have been advertisers ready and anxious to offer their wares through its pages.

*In less than two years—years of strife and ever-growing difficulties, too—"The Passing Show" has "steamed" its way into the front rank in both the estimation of the public and the advertiser. Although its net paid sales of 150,000 are always very considerably exceeded, the advt. rate is still £30 per page and pro rata.*

Philip Emanuel  
Advertisement Manager

ODHAMS LIMITED, 85-94, LONG ACRE, LONDON, W.C.



# *The Best Reason*

**I know why your advertising  
should appear in**

**London Opinion**

**is that**

**It Pays**

**The consistent policy of guaran-  
teeing every advertisement and  
living up to that policy produces  
wonderful results for advertisers.**

*John Hart*

*Advertisement Manager*

LONDON OPINION

67 Chandos Street

Strand, London, W.C.

Telegrams and Telephone: 6201 Gerrara

licity, but we are also using the hoardings, and sixteen-sheet posters have been displayed all over the country. The main feature in it is the big leaky

boiler to which I have already referred, and we find it has attracted considerable attention. The poster is also being used as a postcard."

## THE CASE FOR THE DISTILLERS

IT WAS not to be expected that a wealthy and powerful body like the distillers of Great Britain and Ireland would calmly submit to a trenchant attack on their trade without offering some reply, though it must be admitted that, like other great bodies, they moved very slowly. Only after the promoters of the Strength of Britain Movement had been forcefully presenting their case for some time did the distillers put forth their reply, and this delay was probably due to the fact that no one deemed it his duty to take that first step without which nothing can be done. It was the old story that what is everybody's business is nobody's business. Several members of the trade felt that something should be done, but nothing particular had been accomplished beyond letters to the trade papers, which never reached those really concerned—the great British public.

How much longer it might have been before the distillers took action it is difficult to say, had not Messrs. Brockie, Haslam & Co. given them the lead by presenting them with a complete advertising scheme, copy and all. This enterprising firm got out, entirely on their own initiative, four pages, each the size of *The Daily Telegraph* page, setting forth the case they suggested in reply to the Strength of Britain Movement, and how it should be presented. With these they prepared a list of the papers in which they proposed the reply should be printed. One of these pages was in the form of a page advertisement—not a mere finished lay-out with copy attached in typewritten form—but the whole thing completely set up as it would appear in a paper. Thus the distillers, all of whom are not, of course, advertising experts, could see just what the page would look like, and what arguments were proposed to be used in putting their case before the public. Another of the full pages showed the title

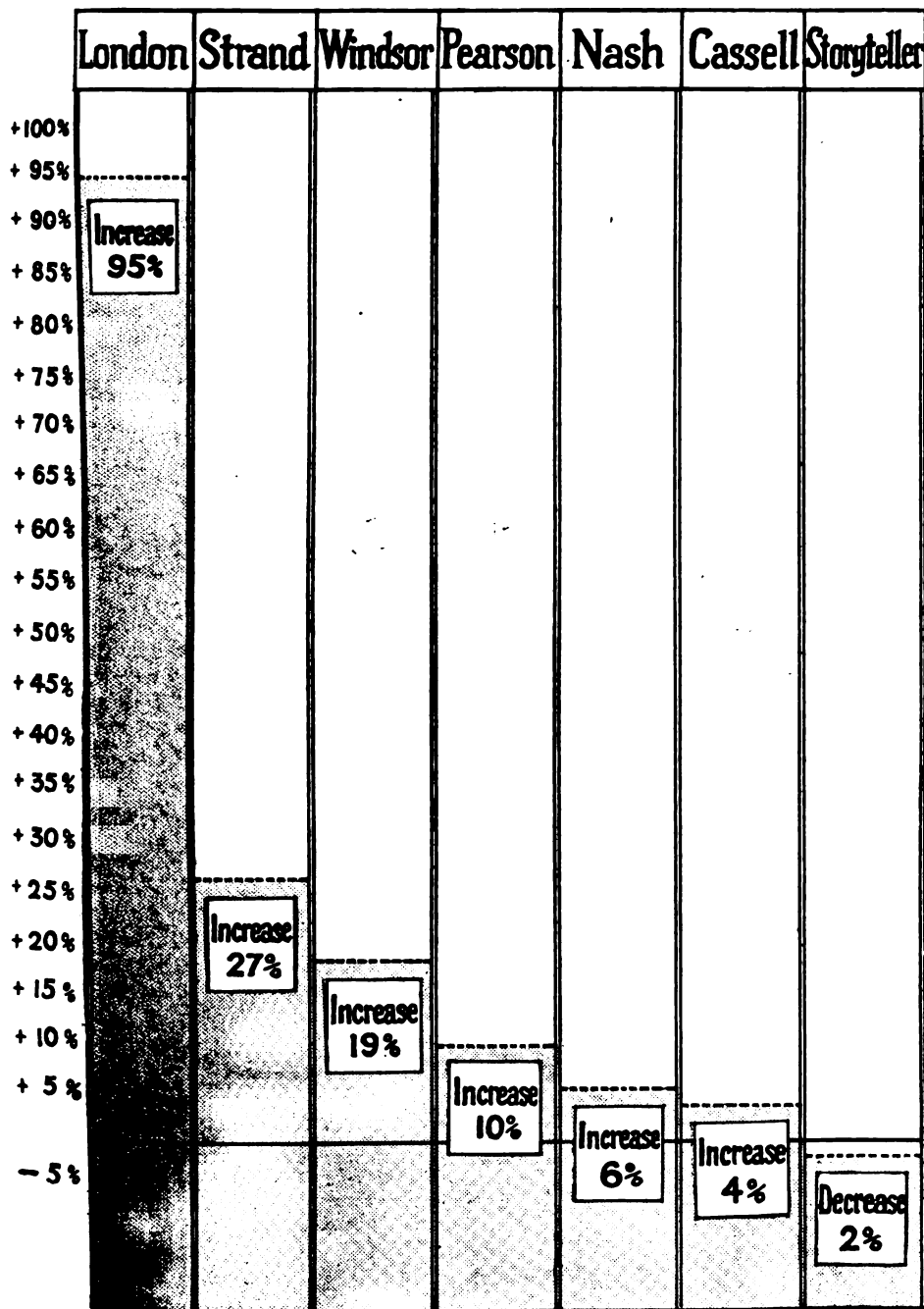
pages of the papers in which it was proposed to insert the advertisements. This set of pages Messrs. Brockie, Haslam & Co. submitted to the managing director of the Distillers Co., Ltd., in Edinburgh. He in turn at once submitted them to some of the leading blenders. The idea pleased them immensely, and so to Messrs. Brockie, Haslam & Co. was entrusted the case for the distillers. It was a big achievement.

A representative of *THE ADVERTISING WORLD* had a little chat with Messrs. Brockie, Haslam & Co. concerning their campaign. "I should like first of all," said Mr. Brockie, "to explain that in this matter we felt that there were two sides to the question of drink prohibition, and that as the distillers had been attacked, it was only fair their case should be presented to the public. We come before the public in this matter as does the barrister who presents a case in court convinced that justice can only be done if both sides of the matter in dispute are laid before the bar of public opinion. We sought to make good the lack of organised effort on the part of the distillers. The four pages were rushed through in the quickest of time, for the project was only entered upon one Saturday morning, and the whole scheme was in the hands of the managing director of the Distillers Company in Edinburgh by the following Wednesday morning. The facts for the distillers had to be collected, the copy written, the lay-out designed, the cost ascertained, and the whole thing set up and printed. It was this 'rush' commission to which Messrs. Bradbury Agnew & Co. referred in their advertisement in the last issue of *THE ADVERTISING WORLD*, and they really deserve credit for a very smart bit of work." Our representative having cordially endorsed this expression of opinion, Mr. Brockie went on to say: "Of course, the case for the distillers



# MAGAZINE ADVERTISING IN 1916

Percentage Comparison with 1915



*Advertisers in Magazines should demand Circulation Figures*



# DOMESTICITY

Domesticity is an essentially English trait. The Englishman loves his home life and his outlook is greatly domestic.

There is a domestic atmosphere about the **DAILY SKETCH** which accounts at once for its national success.

The homely truthful presentation of the news—the careful choice of up - to - the - minute pictures, are nowhere so much appreciated as in the Englishman's "castle" where the **DAILY SKETCH** is read by all the family.

*Over a million people buy the **DAILY SKETCH** regularly, and if the advertiser has the right commodity and puts it to the people in the right way, the **DAILY SKETCH** at £250 per page is an extremely profitable advertising medium.*

campaign to cover everybody in the country without overlapping, and we wanted not only to reach what are called the masses, but also the people with means, because they were being appealed to for financial support for the Strength of Britain movement, and as that was so, they ought to hear the other side of the case.

"It may perhaps seem that the headings we have used for our two advertisements are ambiguous, and that they do not set forth which side of the case is to be presented, but that is done on purpose. We wanted to arouse interest in our case without proclaiming the point of view at the outset. Had the heading set forth the point of view at once, many people might not have read it. Perhaps I ought to explain that the Distillers Company are not financing this campaign themselves. They are acting as the executive for the trade in this matter, and contribute their share of the cost, but the great whiskey firms combine to provide the funds. Our campaign is not at an end, and we are likely to extend our list of papers. Finally, I should like to acknowledge the help we have received in preparing the case for the distillers. Aid has come from papers which have not even carried the advertisements."

"We take this opportunity of saying how useful and informative we find THE A.W., which we interpret as 'Always Welcome.'" — Messrs. S. MAW, SON & SONS, Hubert E. Chart, Advertising Manager.

## The more BEER BREWED the greater the Supply of Milk

*"I think the public do not quite understand that the brewer not only brews beer but produces milk. If we did not have the brewer's grains we could not send milk to our large towns in the quantities we need do."*  
President of the Board of Agriculture,  
19th December, 1916

And there is no waste in Beer. Look at these figures which show how brewing does help the food supply.

A Quarter of Barley weighs— 448 lbs.

It is malted, the water thus being evaporated, and then produces—

336 lbs. of Malt

Also 15 lbs. of Culms (a valuable Cattle Food)

Also 25 lbs. Poultry Food and Grinding Barley

The Malt is brewed and produces— 400 lbs. Wet Grains

A more valuable cattle food than barley itself, says the Board of Agriculture

Also 5 barrels Ordinary Beer

Also 18 lbs. of Yeast (essential for Bread, most valuable for Food Extracts)

## BEER is part of the Strength of Britain

### —the financial strength:

for with the rest of the trade it contributes over £60,000,000 to the revenue;

### —the agricultural strength:

for pigs and poultry, cattle and milch cows, are fed by the above-named by-products;

### —the physical strength:

for beer is a nutritious food, and makes other food more easily digested, and, therefore, more nutritious.

But there is waste in so-called temperance drinks. They contribute little to the revenue; they are of no use to the farmer; they have no food value; and they all come from abroad.

### More Sugar

is used in these temperance drinks than in beer; and the comparatively small amount of sugar—six per cent. of the whole consumption—used in beer is of a kind which could not be used for domestic purposes.

## There is no waste in BEER

THE BREWERS' DEFENCE

## THE BREWERS' STANDPOINT

THE CASE for the brewers in response to the attacks upon them has been undertaken by a number of the leading firms, who between them have raised the money, and not by any of the organisations of the trade. The presentation of their defence was entrusted to Messrs. W. H. Smith & Son, who had for some time been undertaking the advertising for Messrs. Peter Walker and Messrs. Worthington. In preparing the case the dominant idea which Messrs. W. H. Smith had in mind was to present their arguments in the simplest possible shape, so that he who ran might read. Therefore the arguments were set forth in as terse a manner as possible, with brief pointed statements displayed so as to catch the eye. All "frillings" were omitted. Practically speaking, only one advertisement has been used, though its form was somewhat changed after the speech by Mr. Prothero in which he spoke of brewers' grains greatly helping in the production of milk. It was at once recognised that such an expression of opinion, coming from so high an authority, was of the utmost value to the brewers, and accordingly it was made the dominant feature of their advertisement.

The advertisement as it appeared first was headed: "There is no waste in beer." This was before Mr. Prothero's speech. Afterwards the advertisement heading was altered

# Wanted

Whether it be a business govern-  
ment,

—consumers for your tea,

—riders for your bike,

—families to go to the health  
resort you live in,

—whatever it is that is wanted,  
the force of the pages of a certain  
journal will secure it.

*(No prize offered for correct guess,  
except that of good results for those  
advertisers who are "in the know.")*

*Philip Emanuel*  
Advertisement Manager  
**ODHAMS LIMITED**  
85-94, LONG ACRE  
LONDON, W.C.



to "The More Beer Brewed the Greater the Supply of Milk," a very forceful statement. The advertisement has appeared in almost all of the Sunday papers, including *The Sunday Chronicle* and *The Umpire* of Manchester, the leading London dailies and evenings, and the chief provincial morning and evening dailies. The picture papers, whether Sunday or week day, were not used.

The following papers refused to accept the advertisement: *The Daily Chronicle*, *Daily News*, *Star*, *Westminster Gazette*, and *Observer*. It may be that the reason why the advertisement was refused by the last-named paper was that Major Astor occupies a seat on the Liquor Control Board. *Lloyd's Weekly* accepted the advertisement, though it was refused by *The Chronicle*. The brewers feel rather aggrieved that certain papers should have allowed the trade to be attacked by the Prohibitionists in their columns and then have refused to allow the trade to defend itself, and

they point out that one or two of these papers also inserted letters attacking them, though they could not reply. These criticisms do not apply, however, to *The Observer*, as its position was exceptional. *The Daily Express* and *Chronicle* had also opened their columns to criticisms by mineral water manufacturers. The brewers feel that the wisest ruling was that of *The Times*, which refused to insert criticisms of statements made in its advertisement columns.


The policy adopted by Messrs. W. H. Smith in placing the advertisements was to go for circulation, for they felt the campaign was one to be conducted in papers with big sales. For that reason they took a page in *John Bull*, the only weekly to receive the advertisement. In preparing "copy" they made a point of avoiding anything in the nature of an attack upon the prohibition movement, confining themselves to a plain statement of the case for beer.

### Promoting Imperial Trade.

*THE TIMES OF INDIA* special supplement, "Imperial Trade and the Indian Market," is plainly to be a production of far more than ordinary interest and importance. Never before, we should say, was a publication supported by such an array of distinguished sponsors and contributors. Among these may

be noted particularly the Secretary of State for India, Earl Curzon, the Viceroy of India, the President of the Board of Trade, Earl Grey, Lord Hardinge of Penshurst, ex-Viceroy, Lord Islington, Under-Secretary of State for India, Lord Sydenham, ex-Governor of Bombay, and the Earl of Ronaldshay, Governor-Designate of Bengal. Practically every one of the bigwigs in India, British and native, official and commercial, will also be represented in the supplement, which will form an indispensable source of authoritative information to every manufacturer and merchant interested in the Indian market, either as buyer or seller. We are not surprised to hear that advertising space in the issue is in great demand. The importance of the Indian market cannot possibly be exaggerated, and *The Times of India* Supplement provides a unique opportunity for advertisers to obtain the best kind of publicity in it.

## IMPERIAL TRADE & THE INDIAN MARKET



I have just seen the *Times of India* Supplement, "Imperial Trade and the Indian Market," and I am sure it will be a most valuable and interesting publication. It is a pity that I cannot see it at the moment, but I am sure it will be a most valuable and interesting publication. It is a pity that I cannot see it at the moment, but I am sure it will be a most valuable and interesting publication.

From THE HON. JOSEPH ASTOR CHAMBERLAIN, M.P.  
SECRETARY OF STATE FOR INDIA  
(about the same time)

**THE TIMES OF INDIA SPECIAL SUPPLEMENT**

The National Council for Combating Venereal Diseases in their interim report on their recent activities state that at the suggestion of the Home Secretary they had presented recommendations to him for his consideration. One of these was the suppression of advertisements by quacks. The Corporation of the City of London have been considering the same question, and have intimated to the Prime Minister, the Home Secretary and the Local Government Board that in their opinion, "It is desirable that the recommendation 58 (iii.) of the Patent Medicines Committee of the House of Commons, endorsed by the Royal Commission on Venereal Diseases, 'That all advertisements of remedies for diseases arising from sexual intercourse or referring to sexual weakness be prohibited,' should at once be carried into effect."

# "Don't read it

if you want  
to remain  
in a rut"

"Sheffield Independent"



Of supreme importance to Manufacturers, Directors of Public Utilities, Merchants, Sales Managers, Salesmen, Advertising Men, Tradesmen, Printers, and Proprietors of Advertising Media—to every one in any way engaged in promoting the sale of goods.

## PRESS OPINIONS.

**"TIMES":** Important aspects of the selling problem are discussed by Mr. Derrick. The British manufacturer can no longer ignore the modern aspect of selling.

**"TELEGRAPH":** All who are concerned in the future welfare of British Trade will find in it much of interest.

**"SCOTSMAN":** There must be many readers prepared to give attention to a writer, experienced in the markets of the British Empire and America.

**"ADVERTISING WORLD":** It will at once take its place among the half-dozen "best books" on advertising.

**"DAILY NEWS":** It is a book that no man engaged in manufacturing or selling can afford not to read.

**"BIRMINGHAM POST":** The author indicates how economies can be effected by the adoption of improved methods.

**"ADVERTISER'S WEEKLY":** It is admirably written and will repay study. It is impossible to quarrel with his conclusions.

**"CARDIFF WESTERN MAIL":** Mr. Derrick demonstrates very clearly the best methods to adopt in creating and maintaining a steadily increasing demand.

**"SHEFFIELD INDEPENDENT":** Its 250 pages are as valuable as gold-leaf to the man of business, who is anxious to "do it better."

**"SELLING AND ADVERTISING":** Mr. Derrick has written a very valuable book. A thoughtful and stimulating work which deals in a broad and enlightened manner with a subject of national importance.

**"BELFAST EVENING TELEGRAPH":** Mr. Paul E. Derrick, one of the most eminent specialists in advertising, has written a strikingly instructive book which ought to be in the hands of every business man.

**"SHEFFIELD TELEGRAPH":** One of the most remarkable contributions to the already long list of commercial works, published by George Newnes, Limited.

Mr. Derrick is one of the few men who, by reason of their position and experience in the commercial circle of this and other countries, can write with authority—from real inside knowledge. There is a frankness that inspires confidence, and a businessness that makes it difficult to place the book down until the last page is read.

250 PAGES.  
6/- NET.

## ORDER FORM.

POST FREE  
6/6

To Messrs.

Booksellers.

OR GEORGE NEWNES, Ltd., Southampton Street, W.C.

Please supply me with, post free, copy of "How to Reduce Selling Costs," by Paul E. Derrick, price six shillings and sixpence, a remittance for which is enclosed.

Name .....

Address .....

Date .....

# FOR THE ADVERTISING MAN'S LIBRARY

**"Scientific Distribution." By Charles Frederick Higham. Nisbet & Co. 12s. 6d. net.**

A book on advertising from the pen of Mr. Charles Frederick Higham demands very particular notice. The author is not only a most adventurous and successful practitioner when operating with other people's money, he is also a remarkably enterprising advertiser on his own account. He is not content to serve his clients as a signpost, pointing out the path wherein they ought to tread; but marches before them as a guide, sharing with them all the perils, chances, and issues of the journey upon which he advises them to enter.

He can claim, upon a sure foundation, to speak as an advertiser as well as an advertising man. This, even were there nothing else to recommend them, would entitle his observations to a quite unusual measure of respect.

As it happens, his book is worthy the most careful reading on its own account, containing, as it does, some of the most illuminating and inspiring comments that have ever been passed upon the art and science of "making known."

It is at once the strength and weakness of Mr. Higham that he writes as an enthusiastic partisan, and not as a judgementative critic.

In his enthusiasm he speaks of modern advertising as though it were the one means by which human society can appreciably advance towards the millennial state. He also makes light of its many dangers and abuses, regarding them as no more than a youthful sowing of wild oats in salad days now almost past.

"All sorts of fraudulent people used advertisement to make big fortunes in the middle of the nineteenth century. Patent medicine vendors, sharp-witted rogues, filled the newspapers with vulgar, exaggerating statements, which hoodwinked the unsophisticated public, and very quickly gave advertising such a shocking name, that some of the old stigma remains to this day. It is a significant fact, however, that such advertisers were short-lived. Most of them died poor men, and the names of their fraudulent 'elixirs' are forgotten. All patent medicines that survive long periods of publicity are simple, honest remedies for the common ailments of mankind. Those appearing to-day and gone to-morrow, and those shame-faced, round-about announcements that endeavour to deceive the public by appearing in editorial guise (which no self-respecting newspaper should consent to print to-day), have a short vogue, if a merry one. Only the least educated sections of society are deceived; and if the newspapers did their duty by their readers, they would expel all such announcements from the pages of the Press."

The dispassionate critic will hardly convince himself that advertising, as it is at present understood, possesses either such unlimited power or essential virtue as Mr. Higham suggests.

It must not be supposed that he confines his survey to commercial advertising. On the contrary, he is perhaps chiefly concerned to show that ideas as well as commodities, should and could, be advertised scientifically, with an assurance of successful result. At the same time he gives full credit to the commercial community for being the first to apply with understanding the great force of publicity.

"Now only one sphere of activity has really recognised the forcefulness of good advertisement, mastered its principles, or learnt its technique—and that is the business world. Other spheres use it, such as the social and political spheres; but they use it in an ostrich-like fashion, unskilfully, and with the most unnecessary and depressing amount of confusion. It is really a little comic that the business world should be made to bear all the stigma attached to publicity, since that world alone honestly and openly admits the value of this force, studies it, pays for it like gentlemen, and tries to perfect its technique. To whatever idealistic lengths scientific distribution may be carried in the years to come, it will for ever remain in debt for its stumbling up-bringing and brilliant début as a full-grown force to the business world. I like to think of this. Business men have pioneered one of the most truly creative elements in life."

The two great claims that modern advertising may justly make for itself to-day are, Mr. Higham points out, that it reduces the selling cost of commodities, and that it raises the standards both of social and individual life. He is, I think, disposed to credit advertising with too much on both these claims, which will be generally admitted, but it is a good fault for any man to have too high a valuation of his own craft.

"As markets have widened in the past," he says, "so the growth of competition has forced up the cost of selling until sometimes it is four, five, and six times greater than the cost of manufacture. It averages in general twice the cost. To lessen that cost, to devise a method whereby this wasteful disproportion is reduced, has been the problem advertising has successfully solved."

If instead of "has successfully solved" the words "is gradually solving" had been used, there would be little to quarrel with in this statement. The efficiency level reached by advertising is as yet far too low to have solved the problem presented by high selling costs.

In declaring that advertising has been a

# CIRCULATION ASCENDENCY



FOR RATES ADDRESS:  
MR. S. D. NICHOLLS,  
ADVERTISEMENT MANAGER,  
23 29 BOUVERIE STREET,  
LONDON, E.C.,  
OR PHONE Hol. 6100 (5 lines.)

potent factor in raising the standard of living, Mr. Higham adopts a position very difficult to assail. Unless it is better to want little than to get much, advertising must be allowed to have vastly improved the living conditions of the great majority of people.

"Advertising tends to make us all fastidious (in comparison, that is, with the standards of the past). For, of course, fastidious is not the proper word to use in connection with man's natural love of good clothes, nourishing food, cleanliness, comfort, entertainment. This force has helped to lessen drudgery. It teaches people to desire better things. It has educated us in many necessary habits of refinement. It has helped to introduce the usages and manners of the cultured few to thousands. Its civilising influence is far too little understood. How many of our habits of cleanliness, how much of the nourishment of our food, are due to the teaching of advertisements! What thousands of pounds we save in doctors' bills, because of the simple medicinal remedies we know how and when to use! How seldom is experiment a necessity to-day! We know. We've been told."

Mr. Higham's ideas of what advertising might accomplish as part of the normal machinery of Government will seem exaggerated to those who have not studied its achievements in other fields; but it may be remarked that, under the pressure of war-time exigencies the Government has already found itself compelled to advance—though it cannot be said to have set out with high courage upon the adventure—along the road that he marks out for it.

The inspiring and suggestive observations which Mr. Higham makes on this extremely interesting and important subject will convince

many sceptics that the Government will be forced to continue and extend its advertising until its Director of Publicity becomes one of its most powerful and responsible constituent members.

Events move quickly in such times as these, and perhaps before the world is very much older we may see the most enthusiastic advocate of national advertising himself controlling a vast and comprehensive organisation of State publicity.

As a writer Mr. Higham reveals himself in "Scientific Distribution" to be an accomplished literary craftsman, complete master of a style that is the natural reflection of clear thinking and definite convictions. It is a pleasure to read what he has to say, quite apart from the matter of it. The author's optimism, enthusiasm and abounding vitality are so tonic and bracing that even the most tired-hearted could not fail to come away from his pages energised and refreshed.

**"The Joint Stock Diary."** Edited by H. C. Emery, Solicitor. H. Howes & Co., Ltd., 2 Gresham Buildings, Basinghall Street, E.C. 3s. 6d. net.

The advertising man whose business lies in the City, or largely so, will find this a very useful book, and, of course, it makes a still stronger appeal to directors and secretaries of companies. The last named will find it invaluable on account of the advice it gives them in the discharge of their duties and the fulfilment of the law's requirements. The information is arranged in alphabetical form, which makes it delightfully easy to obtain guidance on any point as to which the searcher is in doubt. The explanations have the advantage of being concise and explicit.

### "Truth's" Birthday.

ON JANUARY 3RD, 1877, *Truth* was published for the first time, so that with its first issue this year it celebrated its fortieth birthday. We are glad to know that it is still "going strong," and offer to its conductors our best wishes on the occasion. Ever since the paper was founded by Mr. Henry Labouchere—brilliant, versatile, and markedly individual—*Truth* has been a paper that had to be reckoned with, and it long bore the impress of his personality, even after he ceased to be very closely connected with it. This we say without in any way disparaging the splendid work done for the paper by Mr. Horace Voules. Not even the briefest reference to the past forty years of *Truth* can be made without acknowledging the great service it has rendered in the fearless exposure of fraud, including fraudulent advertising, and it is a tribute to the care as well as to the skill with which this work has been done that the paper has hardly ever through so many years been shown to be in the wrong. For this service to the community credit must be given to Mr. Voules and Mr. L. M. Brousson.

### "To-day and T. P.'s Weekly."

SUSPENDED PUBLICATION.

WE MUCH regret to learn that it has been decided to suspend publication of *To-day and T. P.'s Weekly*. The announcement was made in the following letter which was sent out to advertisers by Mr. J. S. Elias, managing director of Messrs. Odhams, Ltd. :—

"Owing to the increase in the cost of paper and the difficulty in obtaining supplies, we have been informed by the proprietors of *To-day and T. P.'s Weekly* that they propose forthwith to suspend this publication as a weekly journal.

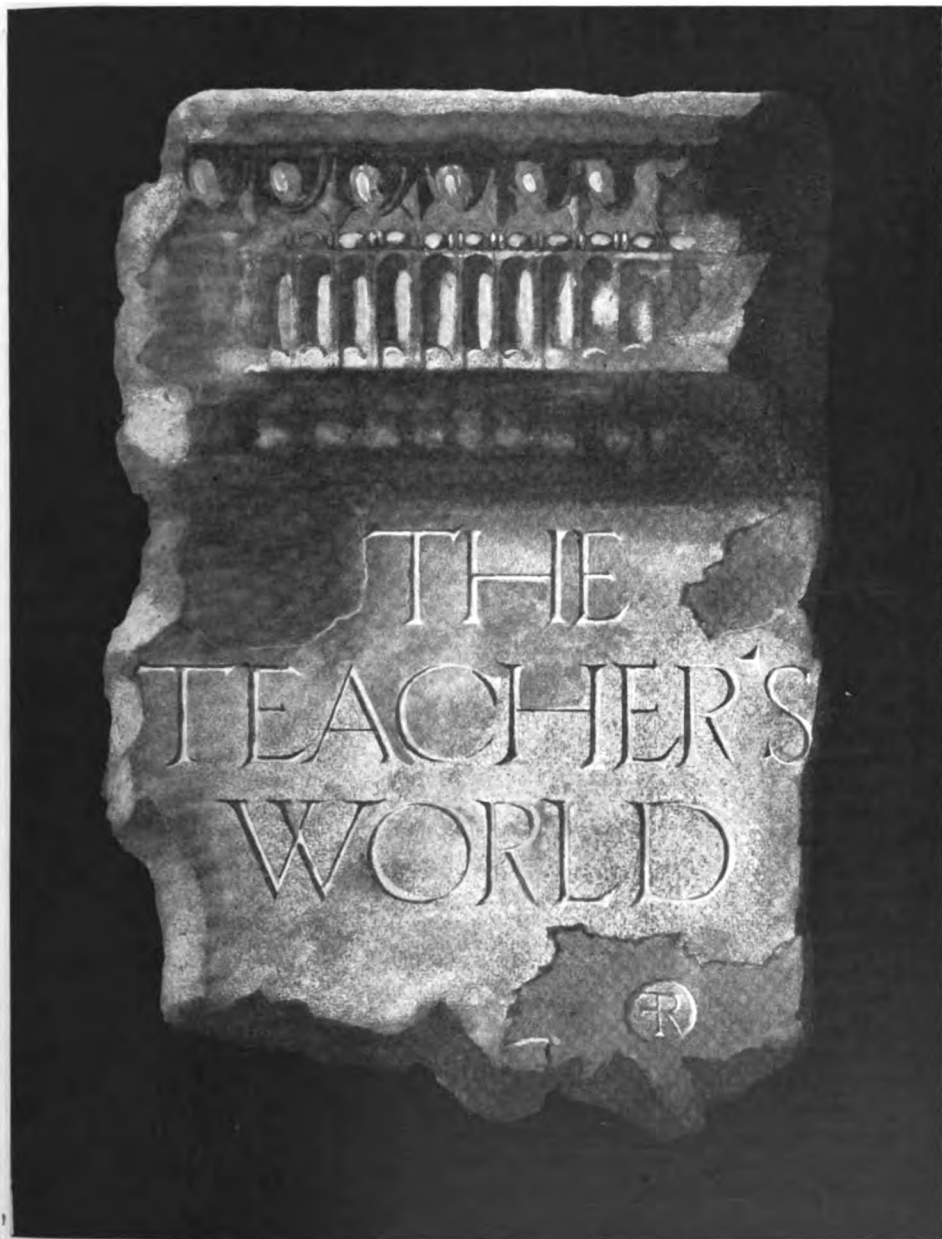
"We have to inform you, therefore, that its last issue in its present form will be that dated January 6th.

"We greatly regret this, as with its present circulation and its satisfactory advertising revenue it would in normal times have been a successful property.

"We thank you for the interest which you have kindly taken in this paper."

Mr. Peake-Jones, of the Avon Tyre Co., has joined The Queen's Westminster Rifles.





*"Found adjoining the British Museum"—At Montague House, Russell Square, London.*

The above illustration appeared in the October number of "The Advertising World." It aroused such widespread interest and comment that it is reproduced again in order that readers may have an opportunity of examining afresh such an interesting piece of work.



# During the Past Year the **Daily Express**

has greatly increased its CIRCULATION—a matter of congratulation both to ourselves and our Thousands of Advertisers, large and small, who find the PULLING POWER of an ADVERTISEMENT in the “DAILY EXPRESS” GREATER THAN EVER

At the same time the Government have imposed still further drastic restrictions on the Import of Paper and Paper-making Materials, the new order which came into force with the New Year reducing the imports of paper and paper-making materials by one-half, instead of one-third, as formerly.

These two factors have compelled us to take a step long over-due, having regard to the ever-increasing value of the paper as a medium—to revise our Charges for Advertisements in the “Daily Express,” the new rates in force as from January 1st, 1917, being

*22s. 9d. per single column inch.*

In revising our Scale, the end we have kept steadily in view has been to share the burden with our advertisers.

Our Motto in the

# **Daily Express**

is now and always

## **BEST VALUE TO ADVERTISERS.**

To those who have already used the “Daily Express” as a medium for their announcements we need say little—Results speak for themselves. To those who have not already tried the paper, but who intend to take the opportunity in the New Year, our advice is

## **DON'T DELAY—DO IT NOW!**

This may seem interested advice, but just think! Hundreds of pounds worth of advertising are lost to us every week through lack of space—a problem which is bound to become more formidable than ever—and the wise Advertiser will **BOOK EARLY.**

**THE DAILY EXPRESS**  
23 St. Bride St., London, E.C.

**GEORGE WETTON**  
Advertisement Manager.

made as well elsewhere as in Cologne—but it was a sideline of a large business, and they were content to let it remain so.

The situation created by the war put an entirely different complexion upon the pre-existing face of affairs. German Eau-de-Cologne was in due course—quite irrespective of its merits or demerits, or the goodwill attached

to it by enterprising advertising—knocked entirely out of the British market. The demand for the perfume was not thereby materially lessened and Messrs. Yardley determined to supply it to the benefit of British and the confusion of German trade, and, of course, to their own profit.

Very fortunately they were already in intimate and friendly relations with the best class of retailers deal-



**I Always Use Yardley's  
Eau de Cologne—  
Do You?**

SO varied is its usefulness—delightful as a perfume, charming in the handbasin or bath, so refreshing and invigorating when weary or unwell—it is the treasure of the Dressing Table.

**Yardley's  
Eau de Cologne**

*Although the best—it costs no more.*

4 oz. Bottles, as illustrated ... 2/6.  
Wickered Bottles, 4/-, 7/6, 15/-, 30/-.

Price List of Cut Glass Bottles, other Gift styles and sizes sent by request.

*The Name is the Hallmark of Quality.*

**Yardley 8, New Bond St., W.**

AND OF ALL HIGH-CLASS CHEMISTS & STORES.

ing in such articles as that they desired to popularise, having an old-established and well-maintained reputation as manufacturers of high-class toilet soaps and similar preparations.

This meant that they had no difficulty in securing the widespread distribution of the goods that must always accompany extensive advertising if it is to produce material results. Consequently, the advertising campaign could be conducted under the most favourable



## A wealth of fragrance

Is contained in every bottle of Yardley's famous Eau de Cologne.

There is no other make combining this supreme quality as a perfume with the refreshing and invigorating properties of the genuine essence-like

**Yardley's  
Eau de Cologne**

**Although the best—it costs no more**

4-oz. Bottle, as illustrated, price 2/6.  
Wickered Bottles, 4/-, 7/6, 15/-, 30/-.

*The name is the Hallmark of Quality.*

**Yardley**

**8 New Bond Street, W**

And of all High-class Chemists and Stores.

conditions, and the advertising matter employed could be judged, by results, entirely on its own merits.

**LORD SYDENHAM says:—**

"I have just read 'Britain's Awakening,' by A. O. Richardson. I am certain that it will do good by enforcing the great lessons which the war can teach."

**Lieut.-General SIR R. BADEN-POWELL says:—**

"I have read 'Britain's Awakening' with the greatest interest. I am cordially in sympathy with it. Its aims are precisely those which I have been preaching for some time."

**MR. W. JOYNSON-HICKS, M.P., writes:—**

"I spent yesterday reading 'Britain's Awakening,' a book which I can most heartily recommend to everybody who is interested in not merely a material, but a moral and spiritual reconstruction after the war."

**SIR JOSEPH WARD says:—**

"'Britain's Awakening' should be read with interest throughout the Empire."

**Crown 8vo****Full Cloth Bound****230 pages**

# Britain's Awakening

**By A. O. RICHARDSON****PRICE 2s. 6d. NET (Postage included)****PRESS OPINIONS:**

"An urgent call to organise for industrial victory before it is too late, to reform the conditions of labour. The second part enforces with a wealth of personal anecdote the virtues of perseverance, ambition, optimism and so on. The two parts together form a useful popular outcome of the heart stirrings of the time."—*The Times*, Dec. 7th.

"We found the book singularly captivating."—*Pall Mall Gazette*, Jan. 8.

"Highly didactic. This book recommends itself by its vigour and evident sincerity."—*Glasgow Herald*, Dec. 2nd.

"A book to be read, to be read at once, and with interest and profit is 'Britain's Awakening.'"—*Manchester Dispatch*, Dec. 12th.

"In this book there rings a vibrant note of strong cheer and inspiration; so sincere are the theories that it is calculated to appeal to men and women of all ages and in every country. Mr. Richardson's arguments must be convincing even to those who take up the book in the most indifferent and pessimistic mood."—*The National Weekly*, Jan. 6th.

"Vigorously and suggestively written, and always interesting to read, 'Britain's Awakening' discourses on the trade problems that must emerge when the war has been fought out, and cheerfully discusses the specially British qualities that make for success in large industrial enterprise."—*The Scotsman*, Dec. 18th.

**"BRITAIN'S AWAKENING"**

**will be sent post free on approval to  
any address in the United Kingdom**

**PUBLISHERS:****PALMER NEWBOULD & CO., 199 Piccadilly, W.**



The advertisers did not commence operations on a too ambitious scale, preferring to wait until experience had proved the soundness of their methods



### Give this tasteful Xmas Gift to your Lady Friends

**YARDLEY'S EAU DE COLOGNE** makes the most dainty and charming of Xmas presents for wife, daughter or sweetheart, or for sick or wounded friends.

There is no finer quality produced; the charm of its delicate fragrance, and the comfort and refreshment of its use as a toilet essence, make it a most delightful, useful, and welcome gift.

*The Original Package shown above is very suitable for presentation, and forms a most acceptable Xmas present*

## Yardley's Eau de Cologne

**ALTHOUGH THE BEST, IT COSTS NO MORE**

4 OZ. BOTTLES, 2/6

ORIGINAL PACKAGE, as illustrated, containing

½ doz. 4 oz. Bottles, 14/6

WICKERED BOTTLES—Small 4/-, Medium 7/6, Large 15/-, Magnum 30/-

For Cut Glass Bottles and other Gift styles, see Price List, post free.

**Yardley 8 New Bond Street, W**  
and of ALL HIGH-CLASS CHEMISTS AND STORES

Limiting themselves to comparatively small expenditure, as a beginning, they therefore decided to adopt intensive methods, to concentrate their efforts to interest the public to a very few Press advertising media. The papers selected were *The Daily Mail*, *Punch*, *The Sketch*, *The Bystander*, *Land and Water*, *The Ladies' Field*, and *Vogue*.

Each of these was chosen for a well-considered reason—*The Daily Mail* because it could convey the advertisers' message to a very large circle of readers and because of the proved power of the advertising it carries to impress the retailer; *Punch*, because the appearance of an announcement in its pages is in itself a hall-mark of quality, and

because wherever two or three Britishers are found together overseas, there a copy of *Punch* will be found with them; *The Sketch* and *The Bystander*, because they are both beloved of the young officer, who insists upon having them sent to him when he is on service, and who has a pleasant habit of sending instructions to advertisers at home to forward presents to his lady friends; *Land and Water*, because it has at the present time a large number of readers of the best kind, from the advertisers' point of view, who regard it with peculiar affection and respect; *The Ladies' Field*, because it appeals with particular force to the cultured and well-to-do woman of to-day; and

Charming  
Xmas  
Gifts

**Yardley's  
Eau de Cologne**

*The Name is the Hallmark of Quality.*

**8, New Bond Street, W**

AND OF ALL HIGH-CLASS CHEMISTS AND STORES

PRICES:	
4 oz. Bottles	2/6
Original Package of 4 doz. 4 oz. Bottles	14/6
Wickered Bottles—Small 4/-, Medium 7/6, Large 15/-, Magnum 30/-	
For Cut Glass Bottles and for other styles see Price List—post free.	

before launching an offensive on a grand scale. (Readers must excuse my constant use of military phraseology; one cannot get away from it nowadays.)

# 4 indispensables

The Advertiser who wishes to reach a strong middle-class public of not less than

## 200,000

readers should make a point of including

### THE CHRISTIAN GLOBE

1d. weekly, the leading undenominational religious weekly (established over 40 years)

### FOOD . . . . .

The Great New 1d. weekly for food producers and food consumers

### THE POULTRY WORLD

The leading and most practical poultry weekly. Every Friday, 1d.

### CAGE BIRDS . . .

2d. weekly for canary cultivators and pet bird keepers

---

**ADVERTISEMENT RATES**  
**From F. CARL, Publisher,**  
**154 FLEET STREET, LONDON, E.C.**

Telegrams—"Aviculture, London."  
Phone—5229 Holborn.



*Vogue* because it approaches much the same class from a different angle.

I present these reasons as they were given to me, and it must not be understood that either the advertisers or myself desire to cast the smallest reflection on the merits of the numberless excellent periodicals excluded from this little list. Doubtless many of them

of characteristic advertisements. For my own part, I am disposed to think that a more definite touch of daintiness and more emphasised refinement would have better expressed the character of the commodity advertised; but in view of the fact that, as it appeared, the advertising produced more than merely satisfactory results, it is, strange as it may seem, possible that in this matter the advertisers' judgment was sounder than my own.

In any case, as planned, the displays must be allowed to furnish examples of excellent advertising craftsmanship, both in their general structure and in detail.

The matter consisted of honest and



**Yardley's**  
Eau de Cologne

*A Charming Xmas Gift*

A PRESENT to be acceptable need not be costly, but should be the best of its kind.

Yardley's famous Eau de Cologne is the genuine and veritable essence—its fragrance and its refreshing quality are unequalled.

It is the finished product of 150 years' experience in distilling and blending the choicest essences of fruits and flowers.

A gift of Yardley's Eau de Cologne carries with it more than its fragrance. The thoughtful discrimination shown by its selection claims a kindly remembrance revived at every use.

The Original Package contains 1 doz. 4 oz. bottles of Yardley's Eau de Cologne, and forms a most acceptable Xmas present.

Original Package price 14/6

4 oz. bottles, illustrated below, 2/6

Wholesale Bottles 1/2 doz. 4 oz. Price, 7/6

Quart, 15/6; Magnum, 30/6

For Col Glass Bottles 10 other styles and sizes see Price List, post free

The Xmas is the Hall Mark of Quality

**Yardley**  
8 New Bond St., W.

AND OF ALL HIGH-CLASS CHEMISTS AND STORES

will carry advertisements of "Yardley's Eau-de-Cologne" later on.

In *The Daily Mail* the spaces occupied were eight-inches-double-column, a solus position at the foot of the page preceding the leader page being pre-empted. In the weeklies tentative "eighths" and "quarters" soon developed into "halves," and, during the Christmas present season into a series of whole pages. Insertions were, generally speaking, "alternate weeks," and were so arranged that every week roughly equal representation was secured.

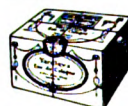
The good taste that best expresses itself in a sophisticated simplicity was the effect aimed at in the general design of the displays; with what degree of success our readers may judge for themselves by our reproductions



"Somebody's giving me Yardley's Eau de Cologne this Xmas."



SEE BOTTLES, see description, p. 14



SEE ORIGINAL GIFT PACKAGE, containing 1 doz. 4 oz. bottles, 14/6

WHOLESALE BOTTLES, 1 doz. 4 oz., 7/6

Magnum, 15/6; Large, 30/6

For Col Glass Bottles and other styles and sizes see Price List, post free

FOR wife, daughter or sweetheart or for a sick or wounded friend, there is no more dainty and delightful Xmas Present than YARDLEY'S EAU DE COLOGNE.

The supreme quality of its fragrance, refined delicate and lasting, makes it an ever welcome gift.

There is no finer quality than

**Yardley's**  
Eau de Cologne

*Although the best—it costs no more*

*The name is the Hall Mark of Quality*

**Yardley**

8 New Bond Street, London, W

AND OF ALL HIGH-CLASS CHEMISTS AND STORES

unembroidered selling talk, and was strong in its suggestion of the advertisers' confidence in the article they offered to the public. I observe that there was nothing in the way of pro-British or anti-German argument used. This seems to me to be a shortcoming. The "British" note can be sounded too blatantly, but here is a case in which it may be struck not only

# The Story of the War

is told best of all in

## THE SPHERE

which by its interesting diagrams  
and brilliant pictures has

**no rival  
among War Papers**

Consequently it is the

**FAVOURITE WAR PAPER**

with the intelligent and better class  
public,

and therefore it is

**unrivalled as an  
Advertising Medium**

Advertisers should write for further  
information and Rates to the Manager  
(Advertisement Department), 6 Great  
New Street, E.C.

legitimately but with quite exceptional appropriateness.

Without going out of their way to indulge in any misplaced "strafing"



**Gift Giving**  
is the difficult art of finding the appropriate Present.  
What more appropriate and charming gift can be found than YARDLEY'S FAMOUS EAU DE COLOGNE?  
Every woman recognises it as the most delightful of Toilet Perfumes and welcomes such a charming and useful Christmas Present.

PACKS:  
6 oz. BOTTLE, 2/6  
ORIGINAL GIFT PACKAGE containing six 6 oz. Bottles, 14/6.  
Uniquely Boxed, Cased and Sealed.  
WILKES' BOTTLES.  
Small, 4/6; Medium, 7/6; Large, 15/-; Magnum, 30/-.  
For all glass gift bottles and other styles see from last year's issue.

**Yardley's**  
Eau de Cologne  
8 New Bond St. W.  
AND IN ALL THE BEST LONDON DRUGGISTS AND STORES

of the enemy, I hope to see the advertisers making the most of the national argument in future announcements.

A noteworthy feature of the Christmas present advertising was the introduction of a special offer in the shape of a fourteen-and-sixpenny packet, containing half-a-dozen four-ounce bottles of Eau-de-Cologne. This gave the general offer of the advertisers a concrete form, and suggested the placing of a definite order by prospective purchasers.

That in a very large number of instances it brought the vague intentions of those addressed to a focus and induced action was evidenced by the demand for this particular packet during the present-giving season. Incidentally the applications for the packet provided a fairly definite indication of the actual effect of the Press advertising as distinguished from the recommendation of the goods by retailers.

They started, as I have duly noted, with a very great advantage in having already established relations of the

most friendly character with the great body of retailers concerned with their proposition. This meant that they had not to devote a large part of their advertising to enlisting the good offices of the trade, as advertisers of a new, or little-known, commodity usually have to do, but could give their whole attention to the consumer from the outset.

But with all this in their favour their "Eau de Cologne" advertising presented difficulties of its own and might easily have failed to do what was required of it had it been conducted with less understanding and craftsman skill. The success of a campaign, once achieved, often looks as though it must have been a forgone conclusion. The art of the able advertiser can conceal itself with astonishing completeness. Those who have practical experience of advertising, however, know that the securing of successful results is never so easy as it looks to the uninformed.

It is the more satisfactory to know that the results of this experimental campaign have been so inspiring that the advertisers will continue to prosecute



**Yardley's**  
Eau de Cologne

There is no Eau de Cologne possessing a more delightful perfume, rich, aromatic, and fragrant, than YARDLEY'S.  
In these times it is a comfort and a solace that no woman should be without.

Although the best, it costs no more  
6 oz. Bottles, as illustrated, 2/6  
THE ORIGINAL PACKAGE  
contains 6 doz. 6 oz. Bottles and is  
especially suitable for presentation.  
Price 14/6  
For 6 oz. Glass Bottles and other gift styles  
and sizes, see Price List, Part Three

**Yardley**  
8, New Bond Street, W.  
AND OF ALL HIGH CLASS CHEMISTS AND STORES

The Original Package, 14/6.

their operations with increased vigour and on a larger scale.

To give "Eau-de-Cologne" a distinctively British nationality may not strike a very heavy blow at the enemy, but it will at least pluck one quill from the German eagle's wings, and every feather counts.





# Pre-Occupation

Among producers everywhere this is a period of pre-occupation—a period when the Nation's needs absorb their thoughts and energies. That is all to the good as far as the Nation's present purpose is concerned, but— You will agree that the future—after-war period—must not be lost sight of, that goodwill must be preserved and the public memory kept green.

**In short, that individually and collectively we must be better prepared for peace than we were for war.**

In that direction we can help you—we can at least “take care” of your Publicity, and for that purpose we offer the expert service of an entirely exceptional organization. A Consultation will cost you nothing—neither will the Booklet illustrated here, which is as unique as the service it describes.

**V. SIVITER SMITH & CO.**  
SIVITER HOUSE, LUDGATE HILL, BIRMINGHAM  
and 10 Lincoln's Inn Fields, London, W.C.



# CORRESPONDENCE

## The Right to Refuse Advertisements.

Editor, THE ADVERTISING WORLD.

SIR,—A case of considerable importance to newspaper proprietors was decided in the City of Westminster Court on December 20th, when a decision was given against *The Guardian* as defendant in favour of a plaintiff whose advertisement had been refused. The Judge held that a receipt for cash sent in the ordinary way of office routine constituted a contract, and although owing to the nature of the circumstances the plaintiff was only awarded 1s. damages instead of the sum claimed, the Judge refused to state a case for a higher Court, as he regarded "the whole affair as of a trumpery nature."

The principle involved, however, is not trumpery but serious, and the judgment strikes a blow at the freedom a newspaper has always enjoyed of refusing insertion to advertisements it deemed undesirable. Owing to the very strict censorship exercised by *The Guardian* over its advertisement columns, a large number of advertisements, large and small, are refused every year, involving in the aggregate considerable sums, but it safeguards the *bona fide* advertiser and also the pockets of our readers. This policy of censoring advertisements by news-

papers—even although in some cases it is of a mild character—is steadily gaining ground year by year, and it is exceedingly disquieting, therefore, to have the possibility of this improving condition of affairs disturbed by a legal ruling.

An advertisement rejected might be of a fraudulent or grossly misleading nature; it might contain a libel; it might even be illegal; or it might be undesirable for other reasons. In all such cases, and in order to escape damages, the onus of proof is thrown upon the newspaper. It, therefore, behoves newspapers which desire to keep their columns clean to adopt some plan which will effectually prevent a repetition of *The Guardian's* experience. We are proposing in future to add to all receipts, and to print in every succeeding issue, the following words: "All advertisements are accepted subject to the right of *The Guardian* to refuse insertion, without assigning any reason, even although a receipt may have been forwarded from the office."

Can any of your readers suggest an improvement on this?

J. G. SPARKHALL,  
Advertisement Manager,

*The Guardian*,  
29 King Street, Covent Garden, W.C.  
December 22nd, 1916.

## "THE PALL MALL GAZETTE."

One of the most interesting events in the newspaper world lately has been the change of proprietorship of *The Pall Mall Gazette*, which has now passed into the possession of Sir Henry Dalziel, M.P., to whom Mr. Davison Dalzell has disposed of it. The transfer was effected on January 8th. The announcement occasioned no surprise, for it was reported some months ago that Sir Henry was the new owner of the paper, and colour was given to the assertion by the removal of the offices from Newton Street to Tudor Street. *The Pall Mall Gazette* has passed through three or four hands since its foundation on February 7th, 1865, by Mr. George Smith, of the firm of Messrs. Smith, Elder & Co. In 1880 the ownership was

transferred by Mr. George Smith to his son-in-law, Mr. Henry Yates Thompson, and in 1896 it was acquired by Lord Astor, who comparatively recently sold it to Mr. Davison Dalzell, M.P. The paper has been remarkable for the number of very distinguished men who have edited it and who have given to it the prestige of their names and talents. The first editor was Mr. Frederick Greenwood, a journalist of much ability. In 1880, Mr. John Morley, now Viscount Morley, succeeded to the editorial chair, and he has been followed in turn by Mr. W. T. Stead, Sir E. T. Cook, Mr. H. C. Cust, Sir Douglas Straight, Mr. F. J. Higginbottom and Mr. J. L. Garvin.



# The Book Essential to Business

## If you want to know what Paper to Advertise in

in any town in the British Isles, look up the particulars in regard to the papers published in that town in *The Newspaper Press Directory*. Concerning each paper you will find the day on which it is published; its cost; when established; its political principles; what class of readers it appeals to; where it circulates; who the proprietors are; where the London office is; and what is its telephone number.

There, also, you will find information about every magazine and periodical published in the Kingdom, and 190 pages of information about the press of the Colonies and foreign countries.

With such a guide as *The Newspaper Press Directory*, the problem of selection of the right media is easily solved.

## ARE you interested in Doing Business in Allied or Neutral Countries?

France, Russia, Italy, Holland, Denmark, Norway, Sweden, Spain, Portugal, China, Japan, United States, South America, are all countries where the British manufacturer can with advantage extend his trade.

With the exception of Italy, Portugal, China and Japan, each of these countries sends more goods to us than we send to them. That is an important point for our exporters to remember.

If you want to learn something about the imports and exports of these countries, what they specially buy from us, what are their chief natural resources, what are the chief towns and their populations; what papers are published in all the towns of any importance, you will find this information concisely arranged in *The Newspaper Press Directory*.

Forty pages are devoted to the Trade and Press of Foreign Countries, including 8 pages to U.S.A., 7 to France and its Dependencies, and 2 to Portugal. It is the fullest and most reliable guide to the Foreign Press in the world.

## WHICH Trade Paper shall I use?

In the United Kingdom, various trades have their special trade publications. This table indicates how many papers are published in the interests of some of the many different classes of trade:—

Boot and Shoe Makers	..	..	..	8
Dyers	..	..	..	2
Exporters	..	..	..	18
Hardware Trade	..	..	..	6
Iron Trade	..	..	..	14
Motor Trade	..	..	..	10
Tobacco Trade	..	..	..	5
Toy and Fancy Goods Trade	..	..	..	9

If you want to reach the manufacturers or merchants in any of these trades, how can you tell which is the best paper for your purpose? First of all, look up the Trade in the Class Index in *The Newspaper Press Directory*, where all the papers dealing with that trade are grouped together. This will give you the reference to each publication dealing with that trade, and the particulars you will find there regarding the publications will indicate to you the paper best suited to your use.

This is only one of the many features which make *The Newspaper Press Directory* of great value to advertisers.

## DO you need facts like these in your Business?

If you want to know

- the population of Bradford,
- the industries of Bristol,
- the duty on boots in Australia,
- the rubber output of the Malay States,
- the wharfrage facilities of Adelaide,
- the manufactures of Montreal,
- the imports of Rangoon,
- the capital of St. Lucia,
- the British exports to Sweden,
- the Brazilian exports to Britain,
- the exports from China,
- our imports from Spain,

you will find all the information of this character—information which is of the greatest value to advertisers and British exporters—in *The Newspaper Press Directory*.

## ARE you in the Running for a Share of the new Empire Trade?

There are many British Advertisers who are now anxious to open up trade with the Colonies, yet who have so far never attempted to make sales outside these shores. How are they to go about it? Which is the best market to begin in? What duties will my goods have to pay to enter this or that Dominion? What is the best port to ship to? How many people can I reach in this province or that state? What industries are the people engaged in principally? And will my goods be needed by them?

These are some of the questions that confront the exporter, and the answer to these, as well as to many other questions, will be found in *The Newspaper Press Directory*, which is the most valuable work of its kind that a business man can possess.

## THE NEWSPAPER PRESS DIRECTORY

1917 Edition ready shortly. Order now. The "N.P.D." is used by Government Departments and the leading advertisers. Indispensable to all who are engaged in the business of advertising or selling. Established 1846. Over 650 pages. Price 2s. By post, 2s. 7d. (Abroad, 3s. 4d.). Address Mitchell House, 1 & 2 Snow Hill, London, E.C.

# AN ADVERTISER WITH A POLICY



## Odd Notes of a Conversation with an Advertiser whose aims are unusually well defined.

IT IS strange, but not more strange than true, that behind the vast bulk of advertising done to-day there is no policy beyond a general intention to increase sales, which is really no policy at all, but merely a pious aspiration.

This is one reason why advertising usually operates with such a low degree of efficiency. The want of a definite aim leads the advertiser into a wasteful diffusion of effort. He fires "into the brown"—I think that is the proper expression—instead of selecting a specific mark. Consequently, the greater proportion of his shots are wasted.

The function of commercial advertising—that is, scientific advertising of the modern kind—is to spread information concerning commodities at a smaller cost than it can be distributed by any other agency. If modern methods of advertising cannot succeed in doing this they must be condemned as economically unsound. Most of us are thoroughly convinced that modern advertising can very materially reduce selling costs; but we are also aware that it only has this result when the advertiser operates on a carefully considered and definitely formulated plan. Bad advertising represents a tax, often very heavy, upon the consumer.

During my extensive and varied inquiries into the policy and practice of advertisers I have seldom happened upon one whose ideas and aims are clearer, and who pursues them with a more undeviating and intelligent persistency, than Mr. H. Dennis Bradley, of Messrs. Pope & Bradley, the well-known tailors. Of Mr. Bradley as a personality we gave a sketch in our December issue. Here, therefore, I shall confine myself to setting down some of his ideas upon advertising. They will, I think, be found interesting and suggestive, more especially in showing how far from being accidental has been every move made throughout his career as an advertiser.

"My advertising," said Mr. Bradley, in the course of our conversation, "has never been directed to the selling of any particular line of goods. I did not aim at building up a reputation for any particular commodity that we had to offer, nor, indeed, for the whole of our commodities taken together. What I have tried to do all the time has been to build up a reputation for 'the house,' to make the name of Pope & Bradley stand for something different from and superior to the general run of high-class tailors.

"From the beginning I have never lost sight of my grand objective, to win for my firm a position in the realm of men's wear similar to that occupied at different times by the great oracles of women's fashions. I did not want the firm to be known only as makers of clothes, however excellently built, but as the possessors of unique knowledge and authority in the matter of styles. Greatly daring, perhaps, I proposed that we should become the creators of new styles; in some measure the arbiters of elegance in up-to-date men's wear.

"Consequently my advertising has always been educative rather than informative. I had to get an ever-increasing circle of readers, who might or might not become customers, to accept us at our own valuation. They could not be expected to do this, of course, unless we could show cause; and therefore our advertising has chiefly been devised to prove, by argument, illustration and suggestion, that our interest in the clothing of men is keener, our knowledge of it more profound, and our perception of its changing styles more acute than that of our contemporaries.

"Mind you, we believe that we do possess in this matter all that we claim to possess. We are advertising real goods, though some, even the most important of them, are not of a material kind. What we are doing is to convince





Reproduction of Pope & Bradley's New War Poster  
Painted by W. H. Caffyn to the commission of H. Dennis Bradley.



the readers of our advertising matter of the reality of what we regard as undeniable facts.

"In the endeavour to surround our establishment with an atmosphere of its own we have encountered many difficulties and have had to walk very warily. The human male, of whatever age, is, generally speaking, a conservative animal. He is possessed of certain instincts and governed by certain traditions that must not be outraged. Any suggestion that he should make a change in his established habits must be put forward with much tact and diplomacy.

"Men who have left youth behind them are, for the most part, settled in their convictions and habits beyond all possibility of disturbance. In the building of such a business as I intended Pope & Bradley to represent, and the gathering of the reputation I meant to attach to it, obviously reliance must be placed upon the younger generation. If you will keep this always in mind you will have no difficulty in understanding the reasons why our advertising matter and manner has a certain character.

"We adopt a suitably light and entertaining mode of presenting our case, pictorially and otherwise. Sometimes we permit ourselves to approach almost to the verge of frivolity; though I do not think the most jaundiced critic could accuse us of ever offending against the canons of good taste or forgetting what is due to our own dignity.

"Mindful of what is quite naturally and rightly the dominating interest of the young man, we associate the young woman with our appeal to him, both in the text matter of our advertisements and in the accompanying illustrations. You will have noticed that we have for some time past been using illustrations from drawings by 'Rilette.' This is because they are not only distinctive in their manner, and at once remove our announcements into another sphere than that occupied by tailors' advertisements as a class, but because they convey just the idea of 'style' that we wish to connect with our name, and lightly and pleasantly associate the well-dressed man with smart femininity.

"The youthful male of the human species spreads his plumes for precisely

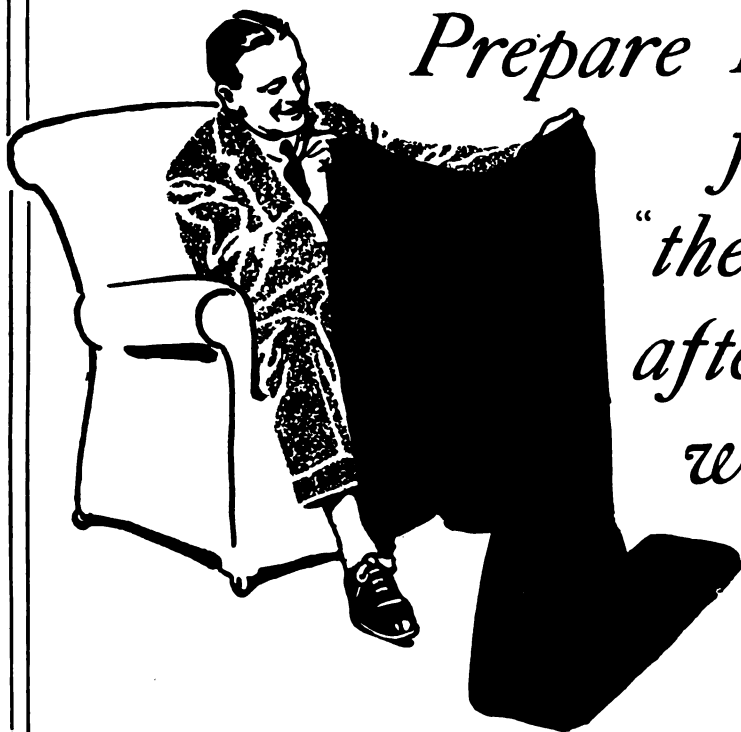
the same reason that the peacock flaunts his feathered splendour. We recognise that as a universal and natural impulse that we can take into account in our advertising with great advantage.

"Our appeal being almost entirely addressed to youth, you will perceive why our advertising has been most in evidence in periodicals such as *The Sketch*, *Tatler*, *Bystander*, and the like. The editorial contents of these papers furnish an excellent guide to advertisers wishing to attract the attention and interest of their readers. It is an astonishing thing to me to find advertisers using in them exactly the same copy that is issued to publications of a serious and plainly 'middle-aged' character.

"I have been using 'reader' advertisements chiefly of late, and, placing my orders for space well in advance, have mostly succeeded in obtaining the coveted 'first right-hand facing matter' position. This is especially valuable to me, inasmuch as my announcements, without being in any way deceptive in appearance, are of a semi-editorial character.

"Just when the war upset, for the time being, all my plans I had completed a scheme which I am convinced would have effected a mild revolution in men's clothing and would have placed us in an unassailable position as pioneers of style in our own field. The war, as you know, almost immediately made khaki the only wear for such customers as we possessed or desired to possess, and the launching of our grand scheme had to be postponed. When it will come off is doubtful, but there is no doubt at all that it will happen as soon as ever conditions are propitious.

"The only effect the war had upon our advertising—beyond giving it a general khaki tint—was to make us, for the first time, advertise in the holiday season. Instead of curtailing our advertising we embarked upon a vigorous August and September campaign in 1914 which has done us an enormous amount of good. Many of our competitors were temporarily frightened from the field, and we obtained a flying start from them which has already brought us a huge amount of business



*Prepare NOW  
for  
"the war  
after the  
war"*

**T**RADER must be fought for ere it can be won—and your great fighting power is your ADVERTISING.

How long have you in which to make effective plans? Whether the war ends in seven months, according to H. G. Wells, or in seventeen months, according to other authorities, the time at your disposal is short. Therefore, *begin now*—for to-morrow will have nothing to give if nothing is done to-day.

We are ready *now* to help you—to organise with you—to create schemes and prepare your peace-time advertising—to have everything in readiness so that, when the hour strikes, you may go forward at a bound, "over the top" to quick and sure victory.

This is a vital matter that needs prompt consideration. Will you make an appointment to talk it over?

**W. S. CRAWFORD**  
Ltd.

Advertisers' Agents  
and Consultants

Craven House, Kingsway  
**LONDON · W.C**

and of which we shall receive the full benefit when peace brings mufti in again. Khaki orders are naturally limited, the soldiers' requirements are few, but the war-time customers we have gained will remain with us in peace time—when we once get a customer we seldom lose him—and our business will automatically expand to many times its present size.

"I may mention that our posters in the 'Tubes' and on the Underground have done us good service—partly, I imagine, because it was a new thing for a high-class tailor to advertise in this way. That our posters attracted a great deal of attention from the sort of people with whom we wished to get into touch has been amply proved—beyond all our expectations, I may add—by the very large amount of correspondence we have received about them.

"Among these were many requests for copies of the posters from people of the highest social standing, presumably for decorative purposes in various

military institutions. A number of very complimentary comments were passed upon the posters, especially the latest, which shows an officer's uniform at six different periods in the history of the British Army. Earl Beauchamp, for instance, was good enough to say that 'It seems to me not only striking, but also artistic; in fact, exactly what an advertisement should be.' I need not say that I very much value these assurances that we are proceeding on the right lines.

"When peace comes you will see our advertising developing on a very considerable scale: our plans are already laid and can be put in operation the moment the occasion becomes ripe. You will not find, however, any serious change in our policy, though our methods will, of course, undergo modification as we grow older and other days bring other ways. We have the most solid of reasons to suppose that in all essentials our policy is the right one—right for us—and we shall pursue it without deviation."

### "Punch."

ANOTHER SPECIAL issue of *Punch* is announced in the form of a Navy Double Number, to be published on March 28th, price sixpence. The sale of the last double number of *Punch*, devoted to the Army, exceeded 215,000 copies and the demand continued for months after publication, so there is every reason to expect that the Navy number will be just as popular. Advertising rates will be the same as for the regular issues, although it may fairly be anticipated that the sale will exceed by 60,000 or 70,000 the guarantee of 150,000 upon which regular rates are based. Advertisers who wish their announcements to appear in this issue should book at once, for the regular space is already taken and the extra space will be much limited.

### "Food"—A New Weekly.

A NEW PAPER which in the present crisis should appeal to a very wide circle of thoughtful readers made its first appearance on January 18th. It is entitled *Food*, and the comprehensiveness of its field of interest should make it a valuable medium for a very large range of advertisers of popular products. The keynote of the paper is the significant utterance of the Premier, "We are a beleaguered city," and so the editor seeks to tell the public "how to produce food, how to prepare it, how to purvey it." The first issue struck us as being of a practical and helpful nature and contained expressions of good wishes from many leading men. Already good advertising contracts have been secured, and among the advertisements

in the first issue were those of Iron Jelloids, Lipton's Margarine, the Waverley Book Co., Cadbury's Cocoa, Clarendo, Nitrophos, Wellbank's Cookers, and Red, White and Blue Coffee.

MR. FREDERICK E. POTTER was the speaker at the meeting of the Aldwych Debating Circle on January 16th, and took as his subject "National Prohibition during the War." Mr. Thomas Russell presided. Mr. Potter made out a very strong case in favour of prohibition during the war, quoting many leading men in all ranks of life to show the evil effects of drink in restricting the output of ships and munitions, in diminishing the efficiency of the soldiers, and in wasting the food of the people now so greatly needed. The amount of food people might eat was restricted, but not the amount they might drink.

The New Welding Co., 26, Rosebery Avenue, E.C., have been publishing in numerous periodicals of the technical press an advertisement of a distinctly novel character. In appearance it resembles the charts used to indicate the rise and fall of the barometer or thermometer over a given period, and across this chart runs a soaring line like that of the barometer chart when the glass is rising. The line illustrates the remarkable growth of sales, but in the sample before us there is nothing to show how long a period is covered nor where the line started from or left off. Thus the value of this curious and original advertisement seems to us to be rather diminished.

Just enough  
on the puff—  
not too much  
—but enough

EVENNESS of complexion—  
so much sought after by  
every lady of  
refinement is  
absolutely en-  
sured by the  
automatic  
sifter in the  
patent box in  
which Poudre Nildé is supplied.  
You get just enough powder on  
the puff—and no more.


POUDRE NILDÉ is scientifically compounded of special ingredients selected  
because they have a beneficent action on the skin. It affords complete  
protection from the sun, wind, dust, rain, etc., which make the skin become  
coarse and rough. Used daily, it enables you to have a complexion that is  
always soft, smooth, and velvety in texture.

THE PATENT SIFTER device prevents the  
Nildé cleanly in use, because it prevents the  
powder spilling on to one's dress. It compels  
economy by obviating the necessity for shaking  
the superfluous powder from the puff which is  
insertable with powders sold in the ordinary  
loose form.

In 4 tins, 3 perfumes. In boxes (including puff),  
large size, 2s. 6d. In leather  
for handbag, 10s. In leather  
cases (with mirror and puff), for handbag, 2s. 9d.  
large size, 5s. 6d.

If your Parfumeur does not stock Nildé, ask him  
to order it for you, and send Postal Order to—

**NILDÉ (Paris),**  
The Face Powder  
Specialists,  
English Agency (Dept.  
20), 4, Blenheim Street,  
Bond St., London, W.



Have you  
any goods  
appealing  
to women

?

THEN the experience of the proprietors of  
“Poudre Nildé” will interest you. At the  
beginning of their recent campaign a number of  
weeklies (penny, twopenny and sixpenny) were  
used. But it was speedily proved that by far the  
most productive of them all was the

## LONDON MAIL

Is any other argument needed?

Specimen copy and advertising rates from the  
Advertising Manager,

**LONDON MAIL**  
39 King Street, Covent  
Garden, London, W.C.

## VARIOUS AND SUNDRY



"The world is so full of a number of things."—*Robert Louis Stevenson.*

### Wise Restraint

The "Strength of Britain" campaign against the demon Drink seemed to be temporarily suspended during the Christmas period. Possibly even its most enthusiastic supporters were afraid that the convivial influences of the season might be, temporarily, too much for them. Certainly they had very distinctly arrayed against them the power of the undisputed Lord of the Revels at Christmas time, Charles Dickens. The amount of liquid refreshment of an alcoholic nature that is consumed in his pages is prodigious, and it flows with quite exceptional

freedom in his Christmas stories. So that perhaps it was as well for the prohibitionist propagandists to "lay low and say nuffin'" for a while.



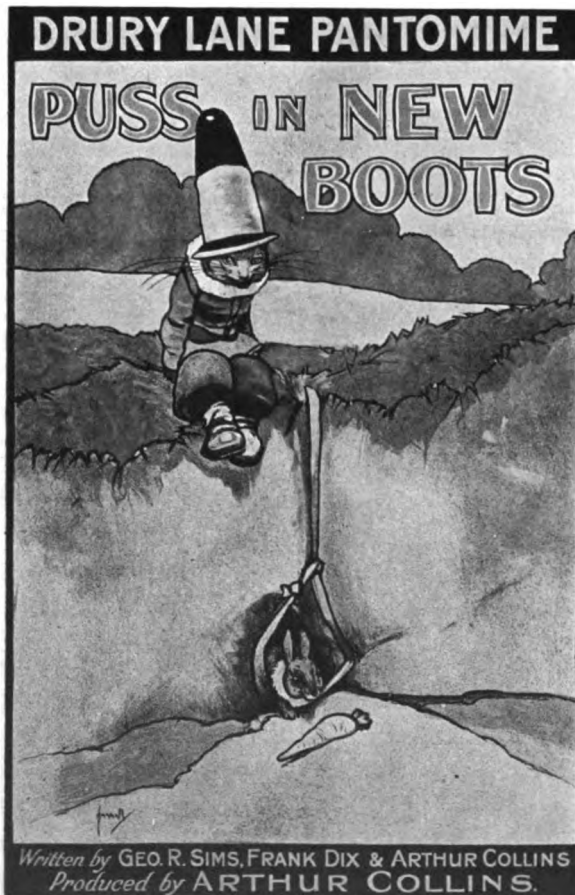
### Another "Hassall"

Mr. John Hassall's poster for the Drury Lane pantomime, illustrated on this page, is a characteristic example of the able artist's most familiar method. The economy of the means by which he can secure the desired effect was never shown to better advantage. One imagines that Mr. Hassall has reduced this method of his to such a precise formula that he could turn out posters in his sleep—but it may be noted that although his work shows clearly enough how it is done, few of his many imitators seem to be able to follow him except at a very considerable distance. Of course, it is not only a matter of technique. Hassall is never in want of a happy idea to fit the work in hand—as witness that expressed in the poster responsible for these observations.



### Advertising by Banks

Mr. Roland Belfort contributed to the January issue of *The World's Work* a thoughtfully expressed case for advertising on the part of banks, brokers, etc., as a means of protecting the public from the sharks who now prey upon them. After all, there is precedent for advertising by them, and that, too, of great antiquity. Mr. Belfort reminds his readers that even the great Bank of England advertised in its early days. Their first announcement appeared in



TRUE TO TYPE



# EXPORT TRADE

## BRITISH INDUSTRIES FAIR

VICTORIA AND ALBERT MUSEUM  
AND IMPERIAL INSTITUTE, LONDON  
FEB. 26TH TO MARCH 9TH, 1917

AT our STAND in the PRINTING SECTION of the Fair, we shall be glad to meet our friends and visitors who are interested in

### Foreign Trade Promotion

The basis of success in securing foreign business is undoubtedly a well-printed catalogue in the native language.

We have made a careful study of the preparation of foreign catalogues, including the making of all kinds of modern illustration, such as photogravure, colour, and fine halftones, translation of matter, and good type display.

The Russian Market has received special attention; we have large stocks of fine Russian types and a native staff to handle this difficult printing satisfactorily; we can offer a thoroughly reliable Russian service, including translations.

If you will kindly call, we shall be glad to discuss your new list. All important catalogues must have their corresponding foreign editions if British foreign trade propaganda is to be thoroughly efficient. Please ask for our Russian booklet.

Do not wait—the friendly markets are anxious for particulars of British-made goods of every kind.

### Taylor, Garnett, Evans & Co. Ltd.

Guardian Printing Works  
South Reddish, STOCKPORT

Telephone: 1796 City, Manchester.

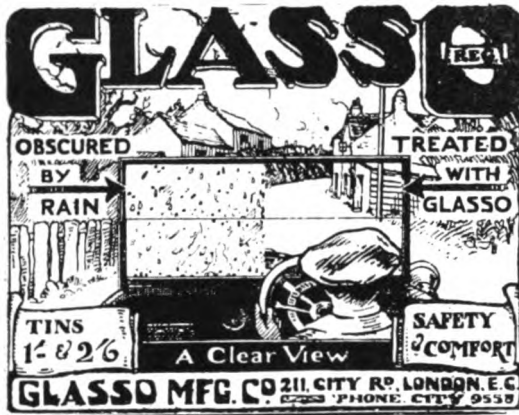
Telegrams: "Guardian Printing, Reddish, Stockport."

Blackfriars Street, Manchester  
37 Victoria Street, Liverpool

Also at Thanet House, 231-232 Strand, London, W.C.

Telephone: City 92.

Telegrams: "Guardsmen, Estrand, London."



### MOST INAPPROPRIATELY OBSCURE

*The London Gazette* of May 6th, 1695, and was in the following terms: "The Court of Directors of the Bank of England give notice that they lend money on plate, lead, tin, copper, steel or iron, at 4 per cent. per annum."

### **Puzzle Advertising**

It is generally understood that the object of commercial advertising is to assist in "selling the goods," but there are a few advertisers who appear to hold another opinion. For instance, it can hardly be supposed that the advertisement of "Glasso" reproduced on this page was designed with any idea of salesmanship. Only by the most searching examination can one obtain from it a sufficient clue to lead to a discovery of the nature of the commodity offered by the advertiser. It must be assumed, I suppose, that designers of such puzzle displays as this have in their minds some sort of a conception of the function of advertising; it must be one wildly at variance with that held by the majority of their contemporaries.

### **"Still Going Strong"**

The war and all that has come in its train have not succeeded in putting a stop to

the gallant career of "Johnnie Walker" in pictorial advertising. That he has lost nothing of his appropriate good spirits may be gathered from our reproduction of one of his most recent public displays. The artist responsible for the illustration of the particular point made by the advertisement—which seems to me somewhat strained, by the way—is Mr. Leo Cheney, who has succeeded a number of distinguished draughtsmen as portraitist-in-chief to "Johnnie Walker," and now seems to hold that highly honourable position "by appointment." Of its kind, the whole of the pictorial advertising of "J.W." represents a high-water mark—and it may be added that the kind is a rarely good one, combining for such a commodity



"J. W." IS NOT DOWNHEARTED

## *The only Advertising Medium that has not increased in Price*

---

Poster space on protected hoardings is no dearer now than before the war. Everything else has gone up in price.

---

### BILLPOSTING BOOMS BUSINESS

"Poster advertisers report sales booming in all quarters. There is every reason why Billposting should pay well at the present time. The fact is that it is paying well." — *Mr. Thomas Russell, in "The Consultant."*

---

### EVERYTHING YOU NEED TO KNOW ABOUT POSTERS

is contained in Mr. Cyril Sheldon's "Billposting: a Handbook for Advertisers" (Price 10/6 net: post free 11/- from Sheldons, Ltd.) It gives details of cost town by town, and much general information on the principles of Poster Advertising as practised by the most successful Poster-users.

Advertising by poster is done with no more trouble and less risk than Press advertising if you place your business with

The *Service* Billposting Contractors



85 & 87 COOKRIDGE STREET, LEEDS

*The Oldest Firm in the Business*

BILLPOSTING CONTRACTORS FOR ALL PARTS OF THE KINGDOM

the best sort of "general publicity" with very suggestive salesmanship.

### Sunday "Stars"

It has become the fashion for Sunday newspapers to work largely upon the "Star" system in the endeavour to build up monster circulations. Each paper has its own particular constellation of luminaries, and booms them in true showman style. It may be observed that the "Stars" in question appear to take to the limelight with remarkable facility, and go through the sort of performance that is demanded of them without any misplaced exhibition of modesty. If clamour and good advertising be identical they and their backers must be placed among the great advertisers of the age.

### Collective Advertising

The collective advertising of a commodity by those engaged in the selling of it is a comparatively unknown thing in this country, so it may interest my readers to learn that in the United States the National Coffee Roasters' Association are engaged in a national campaign to advertise coffee with a



By courtesy of "The Sphere."

AN EFFECTIVE POSTER



By courtesy of "The Bystander."

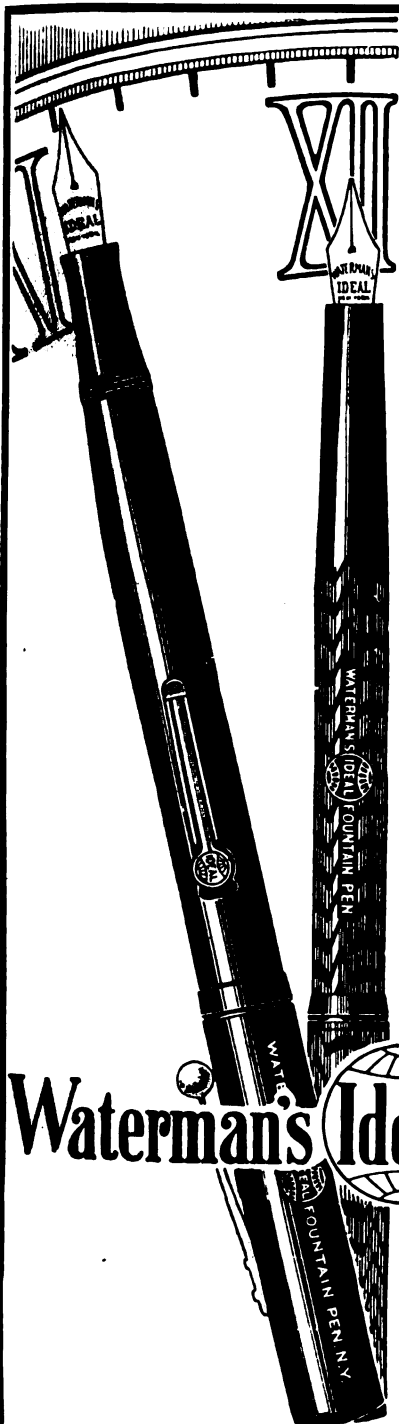
A GROUP OF ENERGETIC  
ADVERTISERS

view to promoting its sale. But even the most enthusiastic advertising man in this country would hardly care to claim as great a power for advertising as was advanced for it by one of the speakers. When the decision to adopt the course described was arrived at, this was what he said: "We have become an advertisement-led people. Pushed and pulled without rest, we not only have no mind, but lose the motive power to seek for ourselves." Advertising has not yet hypnotised Britishers to that extent.

### The Genius of Advertising

The art of advertising as practised on the underground railways of London has evidently made a great impression on Mr. G. Carey Watts. Writing on "London on the Move" in *The Globe* he thus picturesquely pays tribute to the skill with which advertising is there conducted:—

■ In London the art of the advertiser reaches tactical perfection. What a tremendous expenditure of brain power this implies and involves! Athwart those innocent-looking words—behind the basilisk eye of that inviting sketch, there lurks a virile genius. It touches the spot; it arrests; it



# War-time economy to buy a Waterman's Ideal —the great time saver

IN THE SERVICE OF THE NATION'S BUSINESS

Waterman's Ideal has for two generations been the foremost tool of writing efficiency and dispatch. In the pockets and on the desks of those who do things it is an ever-present and ever-ready companion to progress.

WATERMAN'S IDEAL is first and last the Fountain Pen of Service. It is the one that has life-long durability and reliability, the fountain pen that has the famous spoon feed and other exclusive features of merit. It is the pen which gives that kind of SERVICE which has resulted in its world-wide endorsement and use.

**Mr. THOMAS RUSSELL**

writes:—"I have three of them, and you could not take them away from me with a gun."

## Waterman's Ideal Fountain Pen

Three Types: Regular, 10s. 6d. and upwards, Lever Pocket Self-filling and Safety Types, 15s. and upwards. Special pens for presentation. Of Stationers and Jewellers everywhere.

Absolute satisfaction guaranteed. Nibs exchangeable if not suitable. Call or send to "The Pen Corner." Full range of pens on view for inspection and trial. BOOKLET FREE FROM—

**L. G. Sloan, Ltd., The Pen Corner, Kingsway, London**



will brook no indifference. The urban Belshazzar, however absorbed, shall read the "writing on the wall"! Against the arrow of the ad. no stoutest armour of inertia is proof; discovering the chinks thereof, its barb goes right home.

For example, when we have ended our journey on the "District Railway," and mount the steps that lead to the ticket col-



A CHRISTMAS GREETING  
FROM "THORPE" ::

lectors and the street, the attention of tired folk, who find the ascent a burden, is inevitably riveted to "tablets" especially prepared for the abolition of "weakness" and "anæmia"! Glinting on the panel steps, these specifications simply must be read.

So it is everywhere. From the cradle to the grave, the advertisement persists. Not in life nor in death may we evade the Machiavel of the hoarding.



WITH MR. M. F. TRAVERS  
CLEAVER'S SALUTATIONS

### "To-Day"

I am glad to hear that the cessation of *To-Day* as a weekly does not mean that it will disappear altogether. Mr. Holbrook Jackson, its very able editor, proposes to continue it as a monthly magazine of a highly individual character until circumstances permit of its publication every week once more. Mr. Jackson has the goodwill of a wide circle of faithful readers, and he is well advised to keep in touch with them. He intends, I understand to make the monthly *To-Day* an exceptionally "personal" publication. In doing so I am sure that he will give his readers what they will most appreciate. THOTH.



MR. H. CLIFFORD TURNER AS PORTRAYED ON HIS CHRISTMAS CARD

# The Irish Times

best reaches this remarkable

## PROSPERITY

Mr. T. W. Russell, Vice-President of the Department of Agriculture, in a speech in Dublin on 14th November last, thus referred to the money now in Ireland :

"The estimated average annual value of the most important agricultural products exported from Ireland during the 3 years 1911, 1912 and 1913 was

**£28,500,000.**

The estimated value of exports under the same head amounted in 1914 to

**£33,000,000,**

in 1915 to

**£39,000,000,**

and to £20,500,000 in the first six months of the present year (1916). These figures revealed the *truly remarkable development* that had taken place in agricultural export trade since the outbreak of war. The figures for the first half of the year would lead one to expect a total for 1916 of something like

**£41,000,000."**

Telephone : Holborn, 396.

THE IRISH TIMES  
LONDON OFFICE, 59 FLEET STREET,  
HEAD OFFICE, 31, Westmoreland Street, Dublin.

# OVERSEAS ADVERTISING



## PUBLICITY IN SOUTH AFRICA.

By STANLEY E. BARTLETT.

PERHAPS ONE of the first things that strikes the advertising man newly arrived in South Africa is the fact that one's appeal must be directed to two classes of the public, who differ from each other absolutely in language, habits, character and thought. The English form one section of the community, while the Dutch form the other, and between the two is a barrier which seems as though it would never be broken down.

It is hardly necessary to say that an advertisement which would be highly successful with the English population of the country would fall absolutely flat if used to attract the Dutch.

The former are fairly quick to grasp a new idea, while to the latter everything must be carefully explained. An advertisement unaccompanied by an illustration is hardly worth publishing.

The Dutchman is slow moving, slow thinking, and difficult to arouse. Once, however, he is really interested he becomes a steady if somewhat slow-paying customer.

It becomes evident, therefore, that a general advertising campaign, if it is to be a success, must be worked up from two entirely different view-points, and it is becoming strikingly apparent that nearly every organised effort keeps this important factor well to the fore.

The Press of South Africa certainly deserves commendation for its up-to-date methods, and it is possible to have an advertisement displayed quite as well as is the case with many London dailies. True, one has not such a variety of type, etc., to choose from, but nearly every paper carries a good assortment of faces such as De Vinne, Cheltenham, etc., while those advertisers who take the trouble to give specific instructions on the lay-out are

well repaid by the manner in which the advertisement is set.

While, of course, the war has had the effect of restricting trade, and therefore advertising has also suffered to some extent, yet business on the whole does not seem to have been hit with anything like the severity which has been the case in England; and most of the larger firms are continuing and, in many cases, even increasing their normal advertising efforts. The result is that steady progress is being made which will undoubtedly continue, and will be of far-reaching importance when hostilities eventually cease.

Booklets are perhaps the most difficult form of advertising literature to produce successfully in South Africa. This is due to the fact that one is tied down to the paper which the printer happens to have in stock, and it frequently becomes necessary to have two or three covers of different colours in a run of 5,000 or so. Then, too, one cannot get quite the same fine typographical effects which are possible in London owing to the fact that few printers carry a sufficient variety of suitable type. Good blocks are also difficult to obtain, and it often becomes necessary to have these made either in America or England if the best results are to be secured.

Taking all things into consideration, however, advertising in South Africa is in a very flourishing condition, and holds out big prospects for the future. When the many vicissitudes through which the country has passed are considered, and when it is remembered that only a comparatively short time ago much of the country was completely uncivilised, it must be admitted that South Africa is certainly one of the Dominions from which much may be expected from the advertiser's point of view.



THE BRITISH ELECTRICAL  
FEDERATION LTD.

## A MOVING APPEAL.

EVERY advertiser knows that an announcement on a hoarding in a main thoroughfare is worth more than on a hoarding in a back street.

### A Travelling Hoarding.

A hoarding is only seen by people in the vicinity; buses and trams take your message down the main thoroughfares, through the business quarters, shopping centres, and densely populated residential neighbourhoods.

### The Might of the Million.

404,000,000 passengers are carried every year by the systems we operate, and in addition to these you must take into consideration the countless millions of pedestrians who see the buses and trams even when they do not travel in them.

Think it over.

J. PEACE,  
ADVERTISEMENT MANAGER.

The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C

### THE "DECCA" DULCEPHONE.

Editor, THE ADVERTISING WORLD.

DEAR SIR,—We feel we would like to express our thanks to you for the appreciative article on the "Decca" advertising, which appeared in last month's issue of your journal.

We note that no mention is made of our advertising agents, Messrs. Fredk. E. Potter, Ltd., whose valued services in formulating the publicity campaign, and providing such excellent designs and copy, contributed very largely to the success of the campaign.

Acting always in close co-operation

with us, Messrs. Fredk. E. Potter, Ltd., spared neither time nor trouble to make the advertising pay, and we are highly pleased with the results obtained.

We feel that in fairness to our agents, their important connection with this particular campaign should be known, seeing it was so adequately dealt with in your journal.

Again thanking you, we are, yours truly,

BARNETT, SAMUEL, & SONS, LTD.

FRANK SAMUEL,

Joint Managing Director.

### A British Trade Mark.

AT THE meeting of the Sales Managers' Association, held on January 18th, at the Holborn Restaurant, Mr. E. T. Nind spoke in advocacy of a national British trade mark, by the use of which purchasers could be sure that they were buying British goods. He urged that every article of British manufacture should bear a distinctive official national trade mark, to imitate which would be forgery and treason.

Mr. E. H. Reeves, the controller and consultant to the advertising service of Messrs. V. Siviter Smith & Co., has been prominently connected with the selling side of the motor business for some years, and he forms the subject for a little biographical sketch in a

recent issue of *The Motor Trader*. His record in the advertising world, says our contemporary, goes back some dozen years, when he took charge of the advertising campaign of the Eadie group of companies. Later he entered upon agency work, specialising in publicity for the cycle motor, cycle and motoring industries. About a year ago he joined the firm of Messrs. Siviter Smith & Co. to establish their advertising service department. His contention is, says *The Motor Trader*, that "in the interests of the advertiser, the service man should apply himself to service purely and have nothing whatever to do with 'space broking.' Throughout his experience he has acted on this contention, and it has always been a part of his policy, while he has never during the whole period drawn commission from the Press.

## Canada.

### A NOVEL TEST OF CIRCULATION.

A WINNIPEG paper has just carried through a novel and effective way of proving and advertising its local circulation. Selecting seventy streets absolutely at random, but situated in every section of the town and suburbs, in order that they might fairly represent conditions throughout the local territory, the paper employed a corps of canvassers to make a house-to-house census of each home on these seventy streets and carefully tabulate their information to the following sub-heads: (1) Number of homes reported on; (2) number of copies of the paper delivered; (3) number of homes reached by second favourite paper; (4) number of homes reached by third paper; (5) number of homes reached by second and third papers combined; (6) number of homes reached by the paper originating the scheme. After this data had been collected and sworn to as to its accuracy, the paper published in a full-page advertisement of two colours the sub-heads just enumerated, withholding, however, the results, and offering \$500 in prizes for the nearest correct estimates. The contest was divided into the advertisers' section, where the first prize was credit for a full-page advertisement; second prize, a half-page; third prize, a quarter-page; and the subscribers' section, where the prizes ranged from \$50 downwards.

In both the full-page advertisements which immediately followed the opening one coupons appeared with blanks for filling in the estimates. Hundreds of coupons were filled and mailed by local advertisers and a great number of city and country subscribers, showing the success of the contest idea in concentrating interest.

Two days later another full-page advertisement appeared announcing the results and the

prize-winners. A complete table of the streets canvassed was printed, showing the results of the census in detail.

In order to offset any inference that these seventy streets had been selected in advance because of any particularly good showing, the paper announced in its advertising that it would be prepared to supply a census report of any designated street or streets in the city or suburbs upon application by any advertiser.

The results of the census showed that out of 7,335 homes reported on the paper in question delivered 6,327 papers, reaching 5,623 homes, or over 76 per cent. The second paper reached 3,195 homes, or less than 44 per cent.; while the third paper reached only 2,192 homes, or less than 30 per cent.

So great was the interest created in local advertising circles that it is understood the Winnipeg Retail Merchants' Association are now completing arrangements for a further census of one hundred streets which they will select.

Some important testimony as to the relative positions of British and United States magazines in Canada was given lately by Mr. Ed. Desbarats, of the Desbarats Advertising Agency, before the Canadian Royal Commission. He explained the reason why American magazines had larger circulations in Canada than the British magazines, saying: "The status of the English magazine in Canada was that it was almost an unknown quantity. Canadian advertisers would not be likely to advertise in English magazines, even if pushed here, because they had no interest in the English market, where the magazine would circulate chiefly. The stimulation of the English magazine's circulation here was largely matter of individual effort. Generous advertising would be necessary."

## The U.S.A.

The monthly comparative data of tax-paid articles issued by the Internal Revenue Commissioner, as indicated by monthly sales of various stamps and receipts from certain sources of revenues, show that last September the sales of advertised articles were enormously larger than in September, 1915. Of the articles on the list cigarettes and oleomargarine are advertised the widest, and of these two articles there were sold 2,276,201,680 cigarettes in September, 1916, against 1,634,339,480 in September, 1915, while of uncoloured oleomargarine 10,060,980 pounds were sold last September against 11,578,388 in September, 1915.

The great Pullman Co. is the latest convert to advertising. It has turned up in newspapers and magazines with quite large advertisements, in which especially the cleanliness and good ventilation of the Pullman cars are pointed out. Commenting on this fact, *The Advertising Age and Mail Order Journal of Chicago* observes: "All this is known. Whoever travels and has the means to buy a berth is doing it anyhow. It is doubtful whether this advertising will sell one single berth more than is sold at present. The Pullman Co. has evidently been seized by the advertising fever.

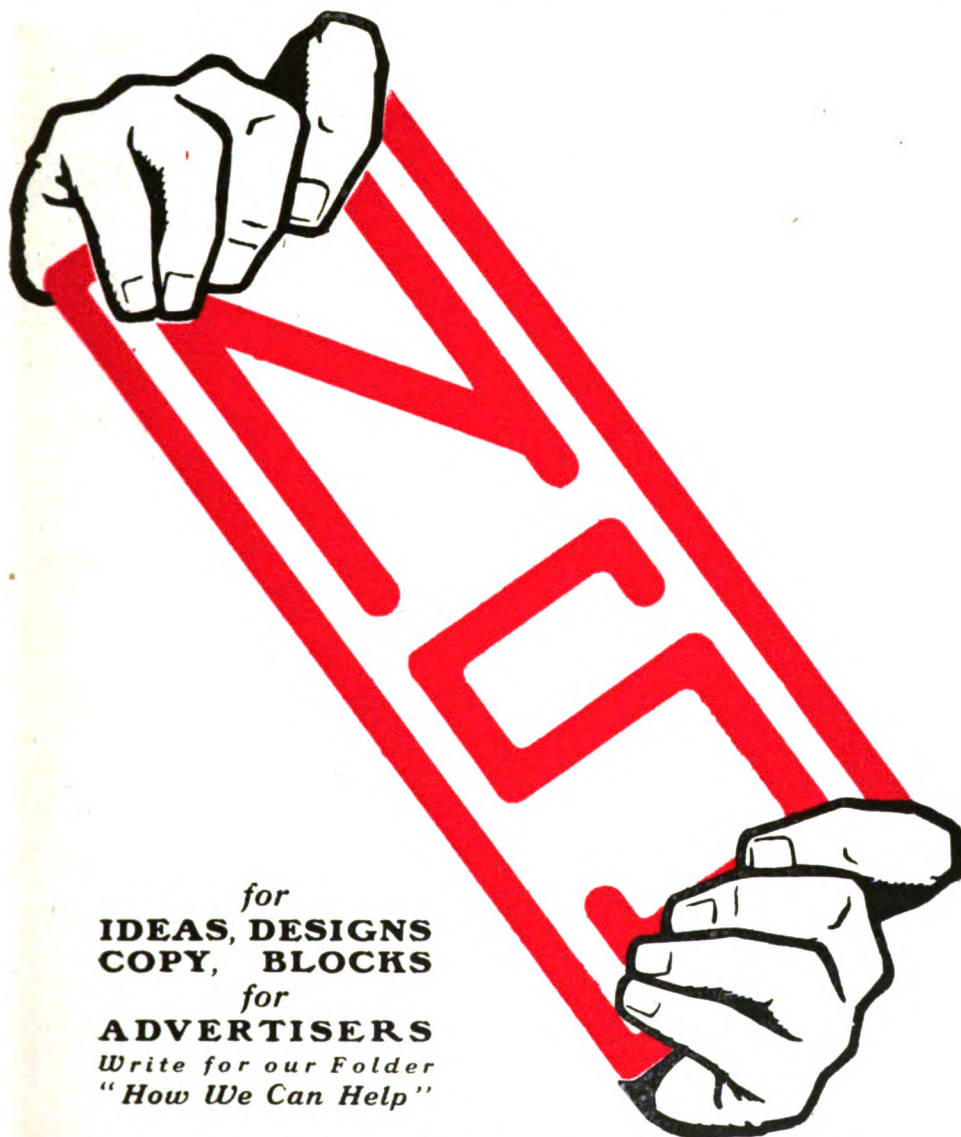
Advertising has become the fashion among corporations. Even if they don't expect more business by advertising, yet they have come to the conviction that they owe it to the prevailing public sentiment to present by advertisements what their business is and how they care for public consideration and appreciation."

H.M. Consul-General in New York (Mr. C. Clive Bayley) requests United Kingdom manufacturers who have branches, agents or other representatives in the United States to forward to him the addresses of such representatives, as these will be of great assistance to him in dealing with the frequent enquiries he receives from American merchants.

Preparations are in hand for the Convention of the Associated Advertising Clubs of the World, which is to be held in St. Louis from the 3rd to the 17th of June next. The response of the townspeople to the approaches of the Executive Committee are said to be very friendly and great interest has been aroused in the objects of the A.A.C. of W.

The Government of the United States, in order to assist its industrialists in the more systematic commercial exploitation of their overseas trade, are appointing ten men of ripened experience to act as trade commissioners and special agents for the Washington





for  
**IDEAS, DESIGNS  
COPY, BLOCKS**

for  
**ADVERTISERS**

*Write for our Folder  
"How We Can Help"*

# **NORFOLK STUDIO**

**THE HOME OF IDEAS FOR ADVERTISERS**

**DESIGNERS & COPY WRITERS**

**RACQUET COURT**

**FLEET STREET**

**LONDON·E·C**

Bureau of Foreign and Domestic Commerce. They are to devote themselves to the following investigations: Motor vehicles in Russia and the Far East; investment opportunities in Russia; fancy groceries in South America; furniture in South America; metal-working machinery in both Russia and Brazil; jewellery and silverware in South America; hardware in Africa, the Near East, and India; ports and transportation facilities in Russia

### Argentina.

An announcement of considerable importance to firms sending representatives to Argentina is that the President has promised to send to Congress a bill creating a uniform licence for commercial travellers to be valid throughout the whole country. The provisions of the Bill have been taken almost entirely from the proposal presented to the Pan-American Financial Conference of last April in Buenos Aires by one of the delegates, Mr. Luis E. Zuberbuehler. The representatives of the various commercial bodies have been consulted regarding the principal clauses of the proposed law, and have expressed their approval. Licences that may be authorised according to the law will be transferable, on condition that the successor of the original licensee proves to the competent authority that he represents the same houses and the same line as his predecessor.

Under the old law commercial travellers had to pay licences for each province, so that to enter each province the combined taxes would amount to more than £500.

### Uruguay.

An announcement of considerable importance to exporters of non-alcoholic drinks to Uruguay is made by the Government of that country, who have issued a Decree exempting all non-alcoholic drinks not made in the country from all customs duties and all internal taxes, including the municipal tax on advertisements of the same. When factories for making such drinks or similar ones are established in the Republic, the customs duties are to be re-imposed.

### Japan.

The Japan correspondent of *The Chamber of Commerce Journal*, writing in that publication, has some rather severe things to say about the Japanese merchants and their methods of doing business. He observes: "Meanwhile the usual chorus of complaint comes in from all sides—Australia, New Zealand, Russia, Java, and India—about the quality of the goods supplied, and the disregard for contracts displayed by the Japanese manufacturer and merchant. The consequent agitations seem likely to result in the extension to all exports of the system of inspection which at present only applies to certain lines, being worked sometimes by the trade guilds and sometimes officially. Foreign exporters will, of course, not be exempt, and it will be a very mixed blessing to them. Their chief *raison d'être* is that they are their own inspectors. A general official inspection would not injure them so much by lifting the

and the Far East; and mineral resources in the Far East. The commissioners will be men not only competent on the technical side of the special inquiries they have to make, but fully conversant with the languages of the countries where their investigations are to be made. Throughout the United States this is generally welcomed as being a most important step in the development of America's oversea commerce.

Japanese merchant above his besetting weakness as by opening the door for aggravating and possibly ruinous delays in getting things passed for export. If complaints arose on this head it would need stronger diplomatic support than the merchant in Japan has grown accustomed to expect to make it effectual."

### Spain.

Mr. A. M. Madden, C.M.G., H.M. Consul at Bilbao, writes to the *Board of Trade Journal* strongly urging the need of using Spanish when it is sought to bring goods by means of advertisement to the notice of the people of Spain. One would have thought that it was not now necessary to emphasise such an obvious thing, but clearly it is.

### Morocco.

Morocco's progress as a consumer of European manufactures becomes steadily more pronounced, says *The British Export Gazette*, and not even the scarcity of freights, difficulties of exchange, or other untoward conditions imposed by the war have proved able to stem it. Morocco is, indeed, waking up to its commercial possibilities. Economic missions have been sent to Europe to study what classes of goods are most suitable to North-West African needs or tastes; trade museums have been established at various centres, where classified samples can be examined and information obtained; Moroccan firms were represented at the Lyons fair, and a Franco-Moorish exhibition was recently held at Casablanca. All these, and there are many others, are clear indications of a commercial renaissance which, though initiated by British, French, and Spanish enterprise, has now a strong hold upon the Moors themselves, and is therefore eminently encouraging in every sense.

In the first nine months of 1916, the latest for which returns are available, Great Britain shipped goods to Morocco to the value of £1,319,617, against £1,073,486 and £832,663 in the corresponding periods of 1915 and 1914. The total trade of the United Kingdom with Morocco has increased by 50 per cent. since the beginning of the war, that of France to a similar extent, and Spain's, in respect, however, of a much smaller volume, to 70 per cent. In 1915 the value of Morocco's import and export trade rose to £10,810,000, of which £7,150,000 was transacted with France and England. In 1914 the total trade was only worth £8,427,000, which included commerce with Germany valued at £511,000, the share of France and England in that year being slightly under £5,000,000.

# How Much Does Your Printing Cost You?

**T**HE Gammeter Multigraph will enable you to print your office and factory forms when you want them, as you want them and in such quantities as you want.

Hence this machine means Economy. With it you can save from 25 to 75% by printing your own forms. This practical office equipment will handle such miscellaneous printed matter as office, works, sales department forms, note headings, price lists, leaflets, etc.

## *The*     **Gammeter**     *Multigraph*

will also produce perfect typewritten form letters—a complete letter at one impression. These are printed from typewriter type through a ribbon on a platen. One revolution of the printing drum turns out an entire letter.

Letters so produced call for no apology. They are perfect reproductions and they gain a reading.

*A Junior on your staff can operate the Gammeter Multigraph and produce work of the best quality. Any information regarding it is free for the asking. Just send us a postcard asking for our Catalogue W.*

**The**  
**International Multigraph Co.,**  
59, HOLBORN VIADUCT, E.C.



## IN THE PROVINCES



### What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

#### Dublin.

In reviewing the commercial activities and the accompanying measure of advertising of the past year in the Irish capital one realises that the Easter Week rebellion had a marked effect. With the destruction of the greater part of its chief artery during the bombardment an immense volume of high-class retail trade was deflected to the south side of the city. Advertising enterprise in abundance (albeit on modest lines) was much in evidence during the latter half of 1916, and emanated from the big establishments directly affected by the rebellion as well as from the smaller retailers. Quite a number of "non-advertising" retailers appear to have convinced themselves of the value of "going into the papers." Certainly the volume of advertising in the Irish Press generally during the Christmas season was remarkably strong.

The statement made to me by the principal of Ireland's oldest "Service" agency that the past year's business showed an advance of 25 per cent. on the previous twelve months (which comprised the recruiting campaign) is a sure index that in advertising matters, at any rate, Ireland is developing on good lines.

"Malorene," a medical preparation, is being advertised direct by the proprietor—a go-ahead Cork pharmacist—in the daily Press in Ireland. From the same source was developed in its entirety the preparation and "placing" of the "Tinori" corn cure advertising matter, which has been such a prominent feature in Dublin and provincial newspapers for some time. Quaint illustrations (akin to "old cuts") have been freely used to drive home the points in the "Tinori" advertisements, which generally occupy four inches double column.

As a sequel to their success in the home field with the continuous advertising of their "Max" boot polish, the proprietors (Messrs. McMaster, Hodgson & Co., Ltd., Dublin) have now decided to exploit their speciality in the British market. All the advertising plans for this new campaign are in the hands of Messrs. Kenny, who have controlled the scheme from the outset.

The "Friendly" matches advertising, now appearing in *The Dublin Evening Mail* and *The Dublin Evening Herald*, is being handled by Messrs. McConnell's Advertising Service, Dublin. The same agency have been appointed advertising contractors for *The Irish School Weekly* and *The Garden Monthly*, two journals published by the Educational Company of Ireland.

Mr. William Corrigan has been appointed advertising manager of Messrs. Clery & Co.,

Ltd., one of Dublin's finest drapery stores, in succession to Mr. Godfrey Snow, who now holds a similar position with Messrs. Waring & Gillow, Ltd. Mr. Corrigan was senior partner in the printing firm of Messrs. Corrigan & Wilson, whose premises and plant were totally destroyed during the rebellion.

Mr. Robert S. Swirls, a partner in the poplin manufacturing firm of Messrs. Atkinson & Co., has been elected President of the Dublin Rotary Club for the current session. The Vice-President is Mr. J. J. Egan, J.P., principal in Sir James Mackey & Co., Ltd., seed merchants.

Under the reconstruction scheme of *The Freeman's Journal* and allied publications—referred to in last month's issue of THE ADVERTISING WORLD—Mr. Wm. E. McGill has been appointed advertisement manager. Mr. McGill has hitherto been associated with the advertisement department of *The Irish Times*.

I understand that, in common with the other sections, the advertisement department of the new *Freeman's* is to be thoroughly re-organised, and that all "display" matter is to be maintained at a high standard of typography.

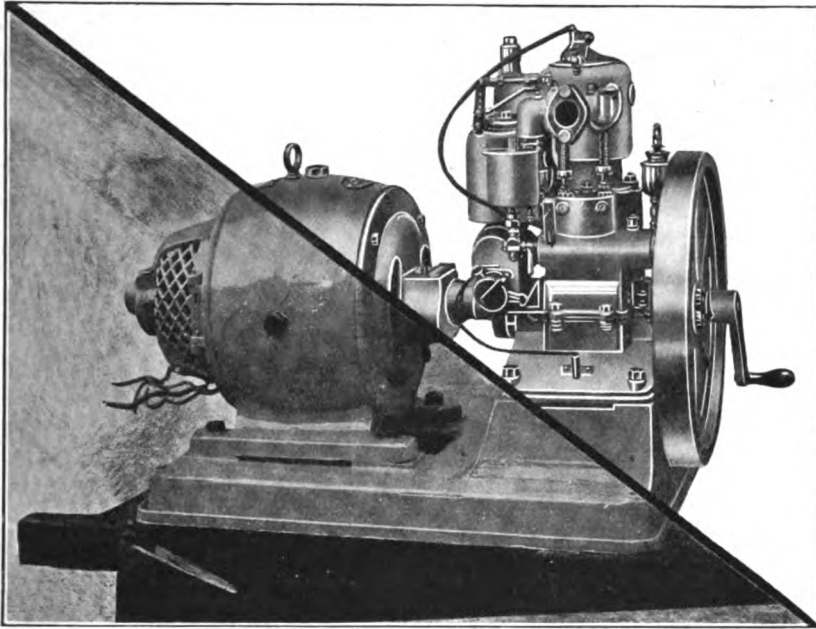
#### Glasgow.

The year that has gone, notwithstanding the war, shortage of paper, etc., has not been bad from an advertising point of view. Many new advertisers have appeared, most of the old firms are still to the fore, and unless conditions get very much worse as the New Year advances the outlook is anything but black for those who are left at home to continue in civil employment.

*The Glasgow Weekly Record and Mail* has been showing its usual enterprise by taking large double-column spaces to advertise the paper in Scotland and the North of England. The paper, as my readers will probably recollect, is an amalgamation of *The Weekly Record* and *The Glasgow Weekly Mail*, and has a huge circulation throughout Scotland, North-East Ireland, and the North of England, and, notwithstanding all the difficulties publishers are labouring under the sales seem to be increasing, and advertisers are apparently taking full advantage of that fact.

A new advertiser has come into the field in Mather's Cooked Meats. This is a Paisley firm, and the account is, we believe, handled by Howat's Agency.

War bread has been responsible for some extra activity in the local newspapers. Several firms have been advertising their bread as a result of the change which has been effected, and one enterprising firm some weeks ago



**T**HIS illustration shows clearly the value of "retouching," work of which we do a lot. Firms interested are invited to see examples of Norfolk "retouched" mechanical subjects, such as motor cars, machinery, stoves, lamps, typewriters, etc. Correspondence invited. Circular "How We Help You," posted free. We suggest that you write for it now.



# NORFOLK STUDIO

DESIGNERS AND ILLUSTRATORS  
RACQUET COURT, FLEET STREET  
L O N D O N : E C

Telephones : City 6866  
City 6867

Telegrams : " Markeba, London."



started advertising tea cakes made with war flour.

It is with much regret that we note the death of Mr. A. E. Tedcastle after an operation for appendicitis. Mr. Tedcastle belonged to Kendal, but some six or seven years ago he came to Edinburgh as advertisement manager for Messrs. B. Hyam, and soon won respect as a man of original ideas. Of a bright and cheery disposition, Mr. Tedcastle made numerous friends during his residence in the Scottish capital.

The Sunday editions of the local newspapers have been quite a feature in Glasgow life since the outbreak of war, but now *The Glasgow Evening News* has discontinued its paper, though *The Glasgow Evening Times* continues its publication. Neither of these newspapers carried advertisements, and were therefore not of much account from the advertising man's point of view.

Mr. W. Pie, who came to Glasgow a few years ago to join the Osborne Peacock Agency, has now been called up and has left for the Army.

The half-year that has passed has been most successful for the Scottish Advertising Association. The membership is large and is growing, quite a number of gentlemen having joined since the autumn session opened, and financially the association was never in a better position than it is now. The committee, at the time of writing, are actively engaged preparing the syllabus for the second half of the season, and already some very good speakers have promised to come North. The new session opened on January 9th, and on January 29th Mr. S. A. Peacock, of Manchester, is coming up to give the address.

A Comforts Fund for members of the Association on active service has been open for colleagues at home to subscribe to for some time, and every member has had a parcel sent to him in time to arrive at New Year, just as a remembrance of the kindly interest those at home take in their friends on active service.

### Liverpool.

Messrs. W. H. Smith & Son announce that, in addition to their recent appointment as advertising contractors to the Mersey Railway Company, they have taken over from January 1st the advertising contract for the Overhead Railway Company, Liverpool. An office has been opened at 18, James Street, under the control of Mr. Herbert Dawes, the local advertising manager.

### Manchester.

The local chemists have been considering the question of co-operative newspaper advertising, and though no course of action was

decided upon, it may be hoped that the seed sown has not been wasted. The subject arose through the reading of a paper at a meeting of the local chemists by Mr. A. A. Anger, his subject being, "How best to share the expenses of joint newspaper advertising." He showed how an equitable arrangement could be worked whereby each member would pay according to his sales. This aroused considerable discussion, and a suggestion was made that each shop pay in proportion to its rateable value. The faults of both schemes were pointed out by various members, the main objection being that it would not be to the interest of any member to get enthusiastic about the sales unless all paid alike, and the advantage would then rest on the one who sold most. Eventually it was resolved "That newspaper advertising be left until we have more members," with recommendation to devote energies to window shows and the distribution of handbills, etc.

The volume of Christmas and New Year trade announcements in the local Press has probably fallen very little behind that of normal years. The influential columns of *The Manchester Guardian* appear to be receiving increasing attention from several important industrial concerns which have never until recently devoted any serious attention to Press advertising outside the circle of trade journals. Messrs. Siemens Bros., the well-known cable and dynamo manufacturers, have appeared frequently in the advertisement columns of this paper, featuring their standard electric motors. Among other advertisers have been Messrs. Crossley Bros., Rd. Johnson, Clapham & Morris, Sutcliffe Ventilating Fans, Lewis & Tylor's "Gripoly" belting, etc. The great reputation of *The Manchester Guardian* in the highest political and commercial circles is doubtless responsible for this continued expansion of influence among advertisers.

The war came at a particularly inopportune period for the fortunes of the Column Club, which was increasing rapidly in prestige and membership. Although its activities are necessarily somewhat less conspicuous now than formerly, the future of the club is being carefully safeguarded by its founders, who may be relied upon to keep its latent energies in suspense no longer than is necessary.

### Worthing.

The efforts of the Worthing Borough Publicity Association to advertise the attractions of the town have been, in the opinion of that body, very successful during the past two seasons. Both income and activities had largely increased, and the Association urged the Council to take steps to augment the facilities for recreation and amusement specially for the autumn and winter visitors.

Mr. D. T. Sandeman, writing in *The Newspaper World* apropos of the death of Dr. Charles Russell, so long editor of *The Glasgow Herald*, pays a warm tribute to that brilliant journalist and at the same time discusses the

question why it is that so many Scottish journalists are to be found on the staffs of English papers and all over the world. He thinks it is largely due to environment, education and training.

# ASHBURNERS

## TEXTILE ADVERTISING SPECIALISTS

10 - Piccadilly  
MANCHESTER

If a man's advertising does not add to the pride and pleasure he takes in his business—as well as increase his profit—there is something wrong.

# ?

## Why not

## PERMONIZE

your advertising display matter for this coming year. Permonized showcards, note cases, perpetual calendars look better and *cut the cost*. If you will send us specimens of your advertising display matter—showcards, stamps, cut-outs, etc.—we will gladly send you our *suggestions for saving*.

Address your letter to Stanley V. Machin  
**The Permo Company**  
London Road, Beddington  
Corner, Mitcham, Surrey  
Telephone . . Mitcham 852

Established 1887

## The "Brighouse Echo" & "Elland Echo"

1d. FRIDAY 1d.

Advertisers should not overlook the important districts of the West Riding of Yorkshire in which these papers circulate.

The number and variety of industries always ensure good employment.

No other medium reaches all classes so thoroughly as the "Echo."

Any information required by advertisers interested will be gladly supplied by the Publishers, Park Street, Brighouse

## SUBSCRIBERS' ADVERTISING

**In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired.**

**MESSRS. V. SIVITER SMITH & CO.,** Birmingham, and 10 Lincoln's Inn Fields, W.C., forward us a piece of promotion matter they have issued. It is entitled *A Circle of Service*, and takes the shape which its title suggests. It is issued to direct attention to the fact that the firm have added an advertising service and consultancy department to their illustrating service, and are, therefore, now prepared to undertake copy writing and the preparation of literary matter generally. The cover is in deep buff, with border and inscription in a shade of chocolate brown, while the inside pages are in lighter tones of the same colours. The diameter is nearly 9 inches, and the type is set right across, having an unbroken width of 6½ inches. The idea and its execution are novel and the appearance of the whole distinctly attractive, but we are rather surprised that Messrs. Siviter Smith did not realise that a reading width so great as that named is far too much. Also an arrangement of type under which the lines gradually grow in length, and then diminish, following the curve of the circle, does not seem to us very happy.

**THE EDISON SWAN ELECTRIC CO., LTD.,** Ponders End, Middlesex, send us a copy of their latest silk shade list, an attractively produced piece of advertising matter. It takes the form of an eight-page booklet, demy 8vo, exclusive of covers, which are of a pale stone-grey shade, a deep blue panel being stencilled to show the lettering of the title in the colour of the paper behind. The feature of the booklet is the tasteful reproduction in colour of the lamp-shades. But very little type appears on each page—just a brief description of the shade set in ten and eight point Westminster Old Style—and one illustration on each page. A few plain rules complete the attractive lay-out. The catalogue is designed to appeal to educated readers of refined taste, and it should serve this purpose admirably.

**THE BRITISH THOMSON-HOUSTON CO.,** 77 Upper Thames Street, E.C., send us specimens of some of their recent advertising matter. Chief of these are two showcards, both in colours, the larger representing a draped statuesque figure holding aloft a Mazda lamp, and the other, designed to advertise automobile lamps, shows a car coming by night over the crest of a hill. The drawing and colouring of each is good and each will serve its purpose well. The former subject is also reproduced as a post-card in a slightly different colour scheme.

**MR. MILO C. JONES,** Fort Atkinson, Jefferson County, Wisconsin, sends us a booklet concerning the Jones Dairy Farm Sausage. This booklet, which consists of sixteen pages and covers, measures 3½ by 6½ inches, and is attractively produced. It is written in chatty, informal style, explaining how it came about that these farmhouse sausages were put on the market, and many little illustrations of the farmhouse and the farm are dotted about the book, which should prove a good selling medium. A calendered paper has been used for the text, but, unfortunately, the illustrations don't come out quite as well as they might, being rather flat and grey. They should all have looked as bright as that on the front cover, for which a better paper has been used, and would have done, no doubt, had a rather higher grade paper been chosen.

**MR. MARK MEREDITH,** advertising specialist, Liverpool, sends us a copy of a four-page pamphlet which he has issued for an advertiser in that city with a view to promote the sale of the client's margarine. The only reference to the margarine is to be found at the foot of the pages, and no mention is made of the name of the firm supplying it. The rest of the matter refers to general topics. The "magazine" is called "The Housewife's Care." It is produced on extremely modest lines, but should prove useful.

**MESSRS. MALCOMESS & CO.,** machinery merchants, of East London and Durban, send us, through their advertising manager, Mr. Stanley E. Bartlett, some copies of the Malcomess Magazine. These booklets, which run to about 16 pages and covers—crown 8vo—are attractively produced and neatly printed. One distinctive feature about them is that each issue has a special cover, different from those used for the other numbers. The Magazine has now been running just a year. Many illustrations are used. The publications are "live" and issue from a live firm.

**MR. DAVID LEVY,** advertising manager of the Shaftesbury Theatre, sends us the programme for "Three Cheers," "the plot with a revue in it," which is being presented at that house. The programme is got up with great taste, the feature being portraits of the principal artistes framed in half-line borders. Mr. Harry Lauder's portrait in two colours appears on the cover. About 12½ pages of the programme have been taken by advertisers, and many well-known West End firms are represented.

*Orders pour in!*

THE obvious alternative, if you have any difficulty over your advertisements in the Daily Press, is to send them to

## THE Christian Herald

which is one of the foremost of the weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation is nearly **300,000 copies weekly**, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION  
READERS



**Foremost in Circulation  
Foremost in Responsiveness  
Foremost in Results**

There is now so much demand for advertising space in the *Christian Herald*, advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.

## South African SERVICE . . .

We can help to sell your goods in South Africa—can co-operate with your selling staff, or create one for you.

We can write and design copy suitable for South African trade, probably better than most, because we are right amongst the people you wish to reach.

*Trade conditions analysed and Confidential reports by men who know*

**White's Advertising Agency**  
City House, PORT ELIZABETH.

## If you want quality

You'll get it through "The Tablet." "The Tablet" is the paper with a circulation, exclusively its own, among a wealthy, spending public. Further, "The Tablet" has an official standing and circulates among Institutions, Convents and Schools. It reaches and influences the spending departments, private and public.

Prove "The Tablet" by including it in your next campaign—the circulation isn't huge, but it's useful.



*The Weekly Review with a news interest & a low rate*  
19 Henrietta St. London, W.C.

# CHANGES in the ADVERTISING FIELD



MR. GODFREY SNOW

Mr. Godfrey Snow, whose portrait we give, is the newly appointed advertising manager to Messrs. Waring & Gillow, and entered upon his duties at the beginning of this month. Before coming to London Mr. Snow was for ten years advertising manager to Messrs. Clery & Co., of Dublin. A fuller reference to Mr. Snow's work appeared in our November issue.

Mr. M. Irving, formerly on the reporting staff of *The Accrington Observer and Times*, is now on the advertising staff of Wood-Milne, Ltd., Preston.

Mr. J. W. Amey vacated his position as assistant advertisement manager at Messrs. Harrods at the close of last year, and on January 1st entered upon new duties as advertising manager to Messrs. Woolland Bros., of Knightsbridge.

Mr. H. Arnold Barnes, an advertising specialist who started in 1886, and was, until recently, the advertising manager of the National Cash Register Co., London, and previously for some years with the Spirella Co. of Great Britain, is opening a business of his

own in Oceania. He will arrive at Auckland, New Zealand, about the end of this month, *en route* for Sydney, Australia, and will be ready to do business at either place. His address is: 62, Queen Street, Auckland, or Challis House, Sydney.

Mr. C. Burnley-Jones, manager of the copy department of Messrs. P. C. Burton & Co., Ltd., for the last eight years, has been appointed as an organiser to the National War Savings Committee. Mr. Burnley-Jones commenced his duties at the New Year, his chief being Mr. Holford Bottomley, with head offices at the Salisbury Hotel, Fleet Street. He will, however, be engaged mainly in the country. Apart from the fact that he is occupied in work of national importance, this appointment offers to Mr. Burnley-Jones, who, by the way, is not eligible for active service, an experience which should be of great value to him and to Messrs. P. C. Burton & Co., to whose office he hopes to return after the war.

Mr. F. Chandler has left Messrs. Mather & Crowther after being with that firm for 22½ years, and on New Year's Day took up fresh work as assistant advertising manager to Messrs. Harrods. At Messrs. Mather & Crowther's Mr. Chandler worked his way up through the counting house to the estimating, order and checking department, being in the latter department for the last eleven years as assistant manager. On attaining his twenty-first year with Messrs. Mather & Crowther, the directors presented him with a very fine tea set and tray and a handsome testimonial.

## BUSINESS GOING OUT

Messrs. Smith's Advertising Agency are undertaking the publicity on which Mr. Keturah Collings, 7 Lower Seymour Street, W. has engaged. Mr. Collings is a photographer, and is using space in the high-class papers to announce that he is undertaking portrait painting.

Mr. J. Hart Brittain, 2 Percy Street, W., is taking spaces in a good many of the leading popular weeklies to advertise his hair grower. The advertisements are being placed by Messrs. C. F. Higham.

Messrs. Duerr, Vacuum Jam Factory, Old Trafford, Manchester, are placing direct the advertising of their "jam for flavour."

Messrs. Story Evans are handling the publicity for Mobon, a remedy for neuritis, on behalf of the Garton Liniment Company, Pontefract.

Messrs. John Haig & Co., of Markinch, Fife, who describe themselves as "the oldest distillers in the world (1655)," have entered the advertising field. They have entrusted their publicity campaign to Messrs. T. B.

Browne. The same firm are also responsible for the advertising of the "Red Tape" whisky for Messrs. Baird, Taylor Bros., of Glasgow. It is not done by the firm mentioned in our last issue.

Messrs. P. J. Parminster & Sons, Ltd., Tisbury, Wilts., are undertaking direct the publicity for their New Major revolving mat frame and wire boot cleaner.

The advertising of the P.T.O. wrist watch protector is being undertaken by Messrs. Pratt & Co., on behalf of the P.T.O. Protector, 60-61, Red Lion Street, Clerkenwell, E.C.

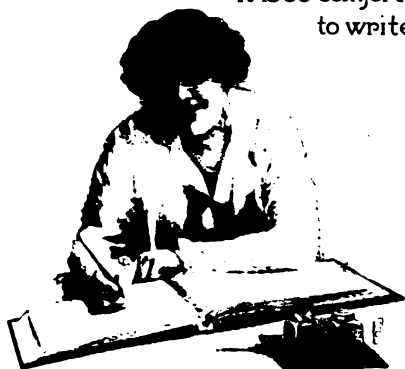
Large spaces have been taken to advertise the film "The Tanks Advance at the Front." The publicity work has been entrusted to the Caxton Advertising Agency.

The Electric and Ordnance Accessories Co., Ward End Works, Birmingham, have been doing a lot of advertising lately for their Stellite Cars. The work has been entrusted to Messrs. Muller & Blatchley.

The advertising of the Komo Mop for the Matchless Metal Polish Co., Ltd., Liverpool, is being carried through by Messrs. Scriven.



I *do* like my Guardian Binder  
It is so comfortable  
to write in



**LOOSE LEAF  
BOOKS THAT  
OPEN FLAT.**

**THE *Twinlock* Guardian**  
Binder opens perfectly  
flat. The covers are hinged  
to polished steel barrels con-  
taining the locking mechan-  
ism. When the book is open  
the covers swing back and  
lie absolutely flat on the desk.

That is what makes it so  
comfortable to write in.

**PERCY JONES & Co.,**

*Makers of Twinlock  
Loose Leaf Binders,*

**15, Little Sutton Street, London, E.C.**

Telephones: CITY 3334, CITY 3335.  
Telegrams: JONES, CITY 3334.



In the above booklet we show the various screens  
used in the production of Half-Tone Blocks, with  
explanations on the best screen to use for the  
purpose for which the block is required.

All users of Blocks should send  
for a copy of this interesting  
Booklet. It is FREE upon  
application to Head Office

**SKETCHES, PHOTOGRAPHS, HALF-TONE,  
LINE AND COLOUR BLOCKS PRODUCED  
FOR ALL PURPOSES.**

**PRESS ETCHING CO., LTD.**

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones:  
Holborn 2907-8.

Telegrams:  
"Collotype, London."

The bona-fide Advertiser  
should **INSIST** upon  
this authoritative Church  
Weekly being placed  
on the list of papers re-  
ceiving his announcements

He is protected from  
contamination with all  
those of the other kind,  
and secures results  
much above the average

**The Guardian.**

(With which is incorporated  
*The Churchwoman*).

**J. G. Sparkhall, Advertisement Manager**  
29 King Street, Covent Garden, W.C.

## ITEMS OF INTEREST

Mr. W. H. Veno, the chairman of the Column Club, Manchester, has been admitted at the Guildhall to the freedom and livery of the City of London in the Feltmakers' Company.

Mr. H. E. Morgan has been appointed, by arrangement with the Ministry of Munitions, to assist the Director of the Employment Exchanges in connection with the work of the Department.

Mr. Herbert N. Casson has for a second time been turned out of his offices in order that they might be used for Government purposes. Originally quartered on one of the top floors of Empire House, Kingsway, he had to vacate them a few months ago. Then he moved to the Hotel Cecil and now that great hostelry has been commandeered by the Air Board. Mr. Casson only had a day and a half's notice to quit. He has now taken up his quarters at 4, Lincoln's Inn Fields.

Mr. Percy Martin, managing director of the Daimler and B.S.A. Co.'s, has been appointed Director of Engine Supply under the new Government, and Mr. S. F. Edge, so famous in connection with the motor industry, has been appointed Director of Agricultural Machinery.

Messrs. Walter Judd, Ltd., have removed to 97 Gresham Street, Bank, E.C., from 5 Queen Victoria Street, Mansion House.

Mr. Morley Adams, of the Amalgamated Press, has been appointed to succeed Mr. Stanley Talbot as hon. sec. of the Sales Managers' Association, and will also act as deputy treasurer for Mr. Gray Ramsay while that gentleman is on the sick list. Mr. Napier Andrews, hitherto joint hon. sec. of the Publicity Club of London with Mr. Talbot, will in future carry out the secretarial duties single-handed. Mr. Talbot, as we have mentioned elsewhere, has been called up to serve in the R.A.M.C.

The address of the Stanley-Pape Advertising Service has been removed from Regent House, Kingsway, to the office of M. de Jonquières (Société Européenne de Publicité-Paris), 90 and 91, Queen Street, Cheapside, E.C.

Mr. W. H. Beable's address on "Russian Trade: Opportunities and Methods," which was delivered at the meeting of the Sales Managers' Association on November 16th, has been printed in pamphlet form, together with the other speeches then delivered. It will be worth the while of many business men to buy the reprint.

Mr. Stanley F. Talbot, Secretary of the Sales Managers' Association and of the Publicity Club of London, has been called up for service and has joined the R.A.M.C.. As to his own business, Mrs. Talbot, who for some time has had entire supervision of the facsimile letter printing department of her husband's business at 60, Wilson Street, E.C., will "carry on" for

Mr. Talbot till his return, and she will work in collaboration with Miss Annette Swan. The address in future will be 11 Lincoln's Inn Fields, Kingsway, W.C. Mr. Talbot's many friends and customers will appreciate Mrs. Talbot's pluck in facing the new responsibilities and, we believe, will give her support in this courageous determination to "keep the home fires burning" till "her man" returns from the service of his country. By so doing those who remain at home can help to show their patriotism.

A clergyman, the Rev. C. Penswick Smith, having written to a Nottingham paper complaining of what he described as the great waste of flour through its being used for the making of paste for bill-sticking, the Secretary of the United Billposters' Association has replied stating that for many years adhesives without flour had taken the place of and been substituted for the old-fashioned paste made of flour formerly used by billposters.

On December 30th, at the canteen of her husband's factory at Acton, Mrs. Vandervell gave a dinner and entertainment to a large party of our wounded soldiers. Mrs. Vandervell's wish was to give as many as possible a thoroughly enjoyable afternoon, with the result that some 400 men from the Roehampton Hospital came over by motor-bus and car in answer to her hospitable invitation. Dinner was served at 12.30, followed by a variety entertainment that would have been a credit to any of our leading London variety theatres. One half of the canteen, which seats 1,500 people, was turned into a beautiful miniature theatre. The men were waited on by a voluntary staff of women "munitioners," and, after tea, returned to the hospital. The whole affair was a great success.

A writer in *The Newspaper World* says it is an open secret that the control of *The Mail* and *Leader* group of newspapers published at Newcastle-on-Tyne has been transferred from Lord Furness, who inherited it from his father, to Sir Walter Runciman, M.P., father of the ex-President of the Board of Trade.

For the twelfth consecutive year the Amalgamated Press has paid a dividend of 40 per cent. on its ordinary shares, and it will be remembered that since 1913 this dividend has been on a capital enlarged in that year by the distribution of a 30 per cent. bonus. At the same time the company has been systematically reducing the goodwill and copyright item in the balance sheet. Ten years ago these items stood at £780,000, and now at £300,000. In 1914-15 sales and advertisements amounted to £1,270,000, and for the succeeding year to £1,224,000. Investments, taken at cost or under, stand at £988,973. Expenses of production, excluding depreciation, show a proportion of 70.3 per cent. of the revenue from sales and advertisements, the advance owing to war conditions being comparatively small.

# "Corporal True to Time"

## TALKS BY THE LITTLE CORPORAL

I.  
**H**APPY! Course I am! Got a good job I have. Some firm, give yer my word. P'raps you wouldn't believe we once sent out seven million letters for the British Government. We done the bloomin' lot in no-time. Then there's the big shops up West—and the Banks in the City—same sort o' thing. Van-loads of 'em, catalogues and circulars to write the addresses for and send 'em orf. Anythink we can do in your line? Yours truly'll see you through. Write my firm for their booklet. It's called "Facts & Figures." Tell 'em I told you!

The Reliable

ADVERTISING & ADDRESSING

Agency

Publicity House BUCKNALL & CARRIER STREETS  
 NEW OXFORD STREET, W.C. London.

Telephones: Gerrard, 9646-9647.



# AFTER THE WAR

Be ready with that  
 Illustrated Catalogue  
 and get your share of  
 EXPORT TRADE.

Dent's blocks talk  
 in all languages.

A.E.DENT & CO. LTD.

Process Engravers in Tricolor, Half-tone & Line.  
 BROADWAY, LUDGATE HILL, LONDON, E.C.



Mr. Eric Gamage has been appointed a member of the staff of Mr. Neville Chamberlain's Man-Power Board. Mr. Gamage saw much service in Gallipoli, where he was wounded in the arm and compelled therefore to retire from the army.

Many more provincial papers announce an increase in their price, among them being *The Sheffield Weekly News* and *The Sheffield Weekly Independent*, which have been advanced from 1d. to 1½d. The same course has been adopted by the proprietors of *The Southport Visitor*.

The Westminster Advertising Service, Ltd., has been formed with a capital of £5,000 to carry on the business of advertising agents, contractors, printers and publishers.

In the basement of the Aldwych Club premises, on the morning of January 4th, the boiler-house was damaged by fire caused through a quantity of wastepaper being set alight.

At the Central Criminal Court, on January 11th, Walter Herbert Lamb, 44, was found guilty of obtaining money by false pretences and sentenced to 18 months' imprisonment with hard labour. Representing himself to be the editor of certain papers, Lamb obtained money for advertisements from various people, including a beauty specialist, a school teacher, and a hairdresser. The advertisers complained that their advertisements did not appear.

Messrs. J. Shannon & Sons, Ltd., having lately established a Welfare Department in connection with their works, the current issue of the firm's house organ has been constituted into a special welfare number. It is very pleasant to note the interest which the firm take in the well-being of their employes. To this same issue Mr. H. N. Casson contributes the first of a series of "Efficiency Talks."

The New Year special of *The Column Monthly*, the organ of the Column Club, Manchester, has been sumptuously turned out on the thickest of glazed papers, and makes interesting reading. It is a record of the doings of the Club for the last few months, and includes a report of the annual meeting

at which Mr. W. H. Veno was re-elected president. The hon. sec. is Mr. H. Woodward. The number carried a goodly show of advertisements.

A case of alleged fraud perpetrated by means of advertising was heard in the North London Police Court on January 1st, when two estate agents, Gilbert A. Woffendale, Dalston Lane, and Sydney G. Symonds, Stamford Hill, were further remanded, on charges of conspiracy to obtain money by false pretences. The case for the prosecution was that the accused, who had business addresses in several parts of London, advertised for a manageress, who would deposit £50 as a security. A good many young women entered into the defendants' employ and were appointed to manage a branch office at 30s. a week. They found there was practically no business, and when they gave notice they found they had signed agreements investing their money in the business, and could not get it back.

Poster censorship formed the subject of an article in a recent issue of *Answers*, being based on an interview with Mr. Walter Hill, the chief poster censor and the originator of the organisation which now supervises posters throughout the country. With the nature of that work our readers are familiar, and it is interesting to note that Mr. Hill says the war had rather diminished their activities than otherwise. No offensive posters in the theatrical line had arisen through that struggle. The cinematograph, on the other hand, had added to their labours. Reviewing the history of the poster censorship, Mr. Hill said: "In 1890 I first proposed the scheme at a meeting of billposters held in London. The thing caught on at once. A Secret Committee of Six was formed, and it was decided that everything undesirable on advertising posters should be banned. The scheme was first confined to the capital, but provincial billposters soon followed suit, and local councillors became the censors of large communities in the provinces. This was necessary, as ideas differ in different communities as to what is and what is not a 'desirable' poster. Thus, what is quite *comme il faut* in London may be anathema in Manchester. Birmingham may delight in pink tights, which horrify Glasgow."

### "Britain's Awakening."

MR. A. O. RICHARDSON has received many congratulations from leading men on his book *Britain's Awakening*. Among them may be quoted the following letter from Lord Sydenham:—

"I am certain that it will do good by enforcing the great lessons which the war can teach. In the very difficult years which will follow the establishment of peace we shall surely need a new national outlook, a deepened sense of duty to the State, and a fuller recognition of the dignity of honest and ungrudging labour. While the wise guidance of Government can do much to rebuild the national

prosperity, it is to moral regeneration and intellectual awakening on the part of the people that we must look if we are to take a worthy place in the vanguard of progress, chastened and purified by the terrible sacrifice of our best manhood which the war has demanded."

Big business men have always shown themselves ready to encourage their employes in reading useful books, thereby helping them to increase their efficiency as individuals and employes. *Britain's Awakening* is an ideal book for presentation by a business man to his staff, and, as the whole of the profits go to the Red Cross Fund, the employer who follows this course is helping his country in two ways.

# NOTES ON MEDIA

THE possibility of a further increase in the price of *The Times* was foreshadowed in that

## "THE TIMES"

paper recently, for at the close of last month it was announced that, "It is obvious that an enhancement of price may reduce the number of purchasers of *The Times*, although there has been practically little tendency in that direction since the recent increase from 1d. to 1½d. We desire, therefore, to advise our readers that, in view of the coming shortage of raw material and labour, and possible increase of price, they should revive the old custom—not yet extinct—of 'The Times lent to read,' by means of which one copy by arrangement with the newsagent enters several houses, and is finally posted to the country, Scotland, Ireland, or abroad.

"It is obvious that there is a need for a complete national record, and it was for that reason that for nearly 60 years *The Times* maintained its size and its price at 3d. in competition with smaller newspapers sold at 1d. The proprietors have therefore decided that, while they may from time to time be obliged to alter the price of the paper, they will maintain its full service of Letters to the Editor, Foreign Intelligence, full Parliamentary Report, full Law Report, Court Circular and Social News, Domestic Intelligence, Commercial and Financial Intelligence, Births, Marriages and Deaths, and the other special features for which *The Times* has for so long been distinguished. In no circumstance will *The Times* be issued in an emasculated form."

THE annual report on finance, industry, and commerce was published as a special supplement of *The Manchester*

## "THE MANCHESTER GUARDIAN"

*Guardian* on New Year's Day. With four columns to the page, each column about 15½ inches, the supplement consisted of 56 pages, 24 of these being taken by advertisers. The editorial articles were many and valuable, the chief being that by Sir William Lever, entitled "Capital and Labour After the War." This thoughtful essay deserves careful perusal by business men. From it we make just one quotation:

"The time has now arrived when we must be equally determined to discover the hidden facts and truths in relation to the human element in our industries, the kindred forces of capital and labour, brain and muscle. Our surest hope for the future of both capital and labour, brain and muscle, is that both are becoming more and more intelligent, and the time has now come when it is essential to future prosperity that both should realise the scientific force and truth of their kinship, and that the highest and the best happiness and prosperity of each is identical in outlook for the future."

THIS famous Scottish daily celebrated the centenary of its establishment on the 17th

## "THE SCOTSMAN"

inst., though it started its career as an eight-page weekly. The size of the pages was 16 inches by 10, and the price was 10d. The Government stamp was 4d., and there was a tax of 3s. 6d. on each advertisement. In 1823 the price was lowered to 7d., and on the stamp duty being reduced to 1d. in 1836 the paper was sold for 4d. It was in 1855, when the stamp duty was abolished, that the paper was first issued at 1d., and became a daily. The paper is now the property of the Findlay and Law families, and Mr. J. R. Findlay and Mr. James Law, keen business men, have worked energetically to win for the paper on its business side the great position it now occupies. Mr. J. P. Croall is the present editor, having comparatively lately succeeded Mr. Chas. Cooper, whose death occurred not long since. The original proprietors of the paper seem to have regarded advertisements as something almost beneath their notice, for they announced that only book advertisements would be received. But in a very few years they changed their views on this subject.

*The Irish Independent* announces that it has had to revise its scale of rates "so as to make

## "THE IRISH INDEPENDENT"

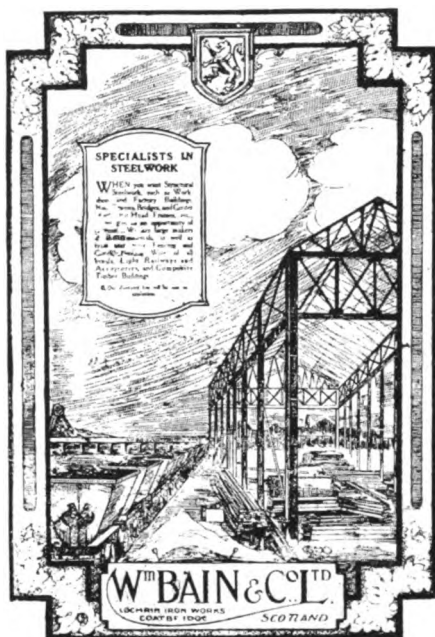
our charges bear some reasonable proportion to the much enhanced publicity value we are now in a position to offer." The revised scale came into effect on January 1st. The proprietors of the paper, in announcing their decision, said that the increased cost of production had influenced them in deciding on a revision of their scale, but that "even had this fact not to be reckoned with, we had made up our minds that the enormous increase in the net sales of all our newspapers since last we raised our charges more than justified our making an advance. Even now we believe that, thousand for thousand of net sales, our newspapers are far and away the most economical advertising media in Ireland." The proprietors also claim that *The Independent's* net sale of 100,000 copies a day is more than double that of the other Dublin morning newspapers combined.

*The Glasgow Herald* annual shipbuilding, engineering, and industrial review for the past

## "THE GLASGOW HERALD"

year, which was issued at the end of last month, was a very bulky production, full of thoughtful and well-informed articles on the subjects under consideration. For reasons of State it could not





TWO FULL-PAGE ADVERTISEMENTS FROM "THE GLASGOW HERALD."

contain a detailed record of the shipbuilding activity of the year, but otherwise its value as a commercial summary of the many industrial questions arising out of the war was very considerable. The articles were all contributed by men who are authorities on the questions discussed. The review consisted of 60 pages, 80½ of these being taken by advertisers. Each page contained four columns, 16½ inches long. Many of these pages presented a distinctly attractive appearance, being well laid out and set in well-chosen type. *The Herald* showed itself able to offer advertisers a wide range of modern type well suited to display purposes.

HALF a dozen full-page drawings and a number of smaller sketches by Captain Bruce

"THE  
BYSTANDER"

Bairnsfather formed the central feature of the very fat Christmas number of *The Bystander*, received too

late for notice in our December issue. They fully sustained the famous humourist's reputation; and other artists included Helen McKie, Wilmot Lunt, Bert Thomas, and Thomas Maybank, while among the authors were Vivian Carter, "Casualty" (Captain A. E. Glyde), Dell Leigh, R. B. Ince, and B. Macdonald Hastings. Altogether this very attractive number ran to 104 pages, exclusive of cover, 50 pages being taken by advertisers. These pages constituted a very representative guide to the leading West End shops, and proved once again the popularity of *The Bystander* with advertisers.

*The Yorkshire Observer* produced on December 28th its "annual trade review of the

"THE YORKSHIRE  
OBSERVER"

textile industries, finance, shipbuilding, iron and steel trades, and engineering for 1916." This was issued

as a supplement to the ordinary issue, and was itself a bulky publication, running to 88 pages—four columns of 15½ inches to the page. Advertisers had supported the number very generously, for they took space amounting to about 41 pages. For the most part it cannot, however, we think, be said the advertisements were marked by any very great attractiveness of lay-out. The supplement constituted an extremely valuable review of the history of several of our most important industries for the past year.

THE Christmas number of *The Graphic*, which came to hand too late for mention in our last

"THE  
GRAPHIC"

issue, was a distinguished production. A fine allegorical drawing, printed in a full range of colours, formed the

glowing cover, and the notable feature of the issue was the very free use of colour throughout, the majority of the pages being thus printed, the result being to impart a very rich appearance to the production. As a Christmas plate there was given away Mr. W. Hatherill's touching picture representing John Cornwell, V.C., standing alone and wounded on the deck of his ship in the Battle of Jutland. It was a splendid bit of drawing on the part of the distinguished artist, and was reproduced by a photogravure process.

THE advertising manager of *John Bull* has published a booklet to demonstrate the well-known fact that women form a large percentage of its readers, and in support of this contention advances the replies received from an advertisement of Glaxo. To this advertisement coupons were attached and 2,160 were sent to the advertisers, 1915 coming from women. *John Bull* undoubtedly has a great many women readers, but the example in question does not seem to us the most convincing proof that might have been chosen, for one would hardly expect many men to reply to a Glaxo advertisement. The figures do, however, show in striking manner the great pulling power of an advertisement in *John Bull*.

"JOHN BULL"

THE feature of a recent very attractive issue of *The Car* was the cover, in colours, by Mr. Wilton Williams, a fine piece of work, both as to drawing and reproduction. It represented the exterior of an old country house with the soldier returning from the war, and of course he came by car—a Sunbeam. The design was notable for its harmonious but boldly contrasted colour scheme.

"THE CAR"

THE practice of newspapers guaranteeing their advertisements is steadily growing. The following announcement appeared in *The Clarion* of December 22nd: "Our Cycle and Motor Cycle Advertisements are selected from the Leading Firms

"THE CLARION"

in the Trade. We *Guarantee* them to be good and honest value, and have every confidence in recommending them to the notice of our readers. On no account will advertisements of a misleading nature be admitted to our columns."

*The King's Highway*, a monthly magazine for motorists, cyclists and walkers, conducted by Mr. Edgar N. Duffield, is a very attractive little monthly which should be quite popular with those for whom it is designed. What is more, it is valued, for Mr. Duffield, in the December issue, is able to record steady progress in both the advertisement and publication departments. The paper is brightly written and its special field gives scope for lots of excellent illustrations. The issue carried a goodly showing of advertisements. A feature which strikes us as curious in the make-up of the cover and title page is the absence of any reference to volume or number, so that there is nothing to indicate how long the paper has been in existence.

"THE KING'S HIGHWAY"

THE twenty-sixth annual special number of *The British Export Gazette* was a very fine production, and carried a big show of advertisements, for 88½ pages were devoted to this purpose out of a total of 112. This is a remarkably fine showing, and it is extremely instructive, too, as proving the commercial strength of the country in these times of stress.

"THE BRITISH EXPORT GAZETTE"

### Letts' Diaries.

MESSRS. CASSELL & CO., La Belle Sauvage, E.C., send us several specimens of their Letts' "Quickref" diaries, which will be warmly welcomed in every office. The list includes a range of 360 types, including diaries for the office, the counter, the boudoir and the pocket, and they range in size from substantial volumes to the daintiest little booklet for my lady's reticule. These diaries were originated by John Letts in the old Royal Exchange 101 years ago, and following the aim of their originator Messrs. Cassell have made it their business to study the latest demands made by "every man" and "every woman," too. In format the "Quickref" diaries will be found to contain paper, opaque, yet smooth and non-glazed. The binding, while specially tough to meet a twelve months' life, is appreciably flexible. Among the specialities are diaries for officers and for housekeepers, each having special appropriate features, and a third is for printers. There is one, too, for doctors, reminding them, if it be necessary, of the remedies, etc., to be applied in case of emergencies, and with other particulars referring specially to their profession.

All the books contain a great deal of general information of an extremely useful character, and there is published with each diary an

accident insurance coupon safeguarding users against the results of railway, motor, bus and electric tram accidents.

An examination of these diaries shows them to be the outcome of a ripe experience in the art of compiling them, and of adapting them to the convenience of all kinds of users.

Messrs. Burroughs, Wellcome & Co., Snow Hill Buildings, E.C., send us a copy of their "Wellcome" photographic exposure record and diary for 1917. All users of the camera know and value this very useful publication and will be glad of the new edition. It contains a fund of information of great service to the photographer apart from the exposure record.

At a meeting of the shareholders of *The Times* Publishing Company on December 29, Lord Northcliffe and Mr. Howard Corbett (manager of *The Times*) were added to the Board of Directors.

The report of the Argus Printing Company for the year ended October 31st stated that the net profit was £490, which, with £2,505 brought forward, made £2,995, which the directors recommend be carried forward, subject to their remuneration. The sum standing to the credit of machinery and plant depreciation fund, representing the amount written off since 1901, now amounts to £41,514.

# NEW YEAR GIFTS AND GREETINGS

FROM many and varied sources we received Christmas and New Year Greetings, and all breathed a spirit of confidence and hope. They testify also to the taste in design and skill in execution which mark their creators and their printers. Also there came many little reminders in the form of blotters, pocket books, and the like. From *Punch* was sent a handsome paper knife, from Messrs. Siemens Brothers (Mr. H. A. Pryor, advertising manager) a diary, from Messrs. P. C. Burton & Co. a card-index diary, and from the advertisement manager of *The Sheffield Independent* a useful little pocket-book.

By no chance could the greetings which came from Mr. Chas. W. Starmer be over-

looked, for the managing director of "The Big Three" and allied papers sent a "card" measuring 9½ by 11½ inches, and in addition the cover was of deep crimson. Inside the "little newsboy," whom the firm have adopted as their mascot, offered his greetings, looking more cheery than ever as he held out a card inscribed "Peace 1917."

Greetings came to us also, among others, from Mr. Arthur Goodwin, Mr. W. P. Flack (Messrs. John Wanamaker's, New York), Lance-Corporal Roy Hardy (in camp at Sutton Veny, Wilts), Messrs. L. Upcott Gill, Mr. Bernard Palmer ("at present on military service"), Mr. F. Travers Cleaver, etc.

## CALENDARS FOR 1917

MESSRS. BEMROSE & SONS send us a beautiful specimen of their skill as colour printers, and it is to be noted that this differs from the usual calendar in that the dates have been kept away from the illustration, this having been done to meet the often expressed desire for a picture suitable for framing. The plate is entitled "Out with the Tide" (Peel Harbour), and is from the water colour by Mr. C. W. Adderton, who draws with a yachtsman's knowledge of boats and an artist's skill in portraying them. Mr. Adderton has been all round the coast in his little craft *The Quest*, so he knows the technique of his subjects. The plate—exclusive of mount—measures about 20 inches by 15, and the picture represents an early morning scene in Peel Harbour with the mists rising from the water and with picturesque background of piers and town. The delicate technique of the original, the brush strokes and the silvery morning atmosphere, have been admirably rendered, and the result is wholly charming. The method of reproduction is new and entirely the work of Messrs. Bemrose & Sons. It has been named the Derby print.

Messrs. Chas. Thurnam & Sons, booksellers and colour printers of Carlisle, have again engaged the services of Mr. Joseph Simpson for the picture for their calendar, and right well has he discharged the task. In his broad, bold manner he has depicted Sir Walter Scott at Carlisle Cathedral. Sir Walter, it should be noted, was married at the cathedral, and some very interesting facts relating to the great novelist and his connections with the city are printed on the back of the calendar. They are from the able and sympathetic pen of Mr. Will E. Tyler. The calendar itself has the merit, not always to be found in such productions, that the dates are given in good bold figures so that they may easily be seen.

The Byron Studio forward a neat little blotter and calendar combined, the cover printed in black and grey-blue on a yellow ground, from a design by Mr. Graham Simmons.

From Messrs. W. H. Smith & Son comes a desk calendar, very tastefully turned out, the feature being that while each page shows a

fortnight it can, by reason of a vertical perforation, be torn down the centre, but there is still always a fortnight's memorandum diary left exposed for use. This is a good idea which will commend itself to business men.

A calendar is also to hand from *The Sheffield Independent*; a tear-off calendar from Messrs. Clayton & Co., the Karrier Works, designed by Mr. W. J. C. Stock, publicity manager; and a wall calendar from *The Mechanical World*. The feature of the last-named is a fine bit of drawing of a workman leaning over a machine.

The wall calendar issued by the London General Omnibus Co. is of more than ordinary interest and has indeed something of historic value, for it shows the way in which motor omnibuses are being used in the war zone. The calendar is printed on six cards, and on each is a reproduction of a photograph showing the buses in the streets and on the country highways of France and Flanders. At the foot of each page is some appropriate quotation from a war correspondent's letter explaining how useful were the buses. The pictures are clearly and brightly reproduced and mounted on grey cards with which they harmonise well.

We have received this year, as on many other occasions, blotters designed for advertising purposes which are porous on one side of the paper only. Now it seems to us a great mistake to send out a blotter which will not serve its purpose equally well on either side. A busy man, with attention absorbed on some more important matter, takes up a blotter, and, not noticing which side is porous, very likely applies the wrong side. The result is a smudge on his book or letter. Inevitably almost his feeling is one of annoyance towards the firm who sent him the unsatisfactory blotter, and therefore the advertisement that firm has secured has been anything but favourable. It is not as though it were difficult to get a smart and satisfactory design on paper which blots on both sides. It is quite easy to do so, and a very good advertisement may be secured for the firm which sends it out.

# Mr. Chairman and Gentlemen !

## THE ALDWYCH CLUB

### Women's Sphere after the War.

AT THE meeting of the Debating Circle on December 19th—the last meeting before the Christmas vacation—Mrs. Millicent Garrett Fawcett spoke on “The Sphere of Women after the War.” The chair was taken by Miss E. M. Sayer. In an extremely interesting address Mrs. Fawcett, who is president of the National Union of Women's Suffrage Societies, made an eloquent plea for the extension of the suffrage to women, basing her claim largely on the splendid work which women had done for the country during the war. Of the nature and success of this work Mrs. Fawcett gave striking proof. Among other things she spoke of the Scottish Women's Hospital, which provided 900 beds for soldiers and cared for 2,000 Serbian refugees in Corsica. The Russian Hospital organised by women had done much to promote friendship between the peoples of this country and Russia, and eminent doctors had testified to the excellent way in which both hospitals ministered to the wounded. Lord Revelstoke

spoke of the fact that women's labour had saved the industrial situation and financially had been of enormous value in keeping up the volume of the output of the country. By women's help, said his lordship, England had gained a great national asset. Mrs. Fawcett gave chapter and verse for a statement that women working with the same machines for the same number of hours had produced from 100 to 120 per cent. more than men, and the chairman of Messrs. Cammel, Laird, & Co. said that women handling 18 lb. shells had dealt with five times as many in a given time as did the men. That was evidence of the way in which the trades unions, though they were absolutely necessary, had restricted output. Then Mrs. Fawcett went on to argue that if men were to have the vote because they were called upon to fight for their country, women in their degree should have the vote because they too had done so much for their country and had so much at stake.

## “ECLIPSE OR EMPIRE”

### The Need of Trained Intelligence.

AT THE meeting of the Debating Circle held on January 9th Mr. Samuel Turner, joint author of “Eclipse or Empire,” addressed the members on the subject indicated by the title of his book.

Mr. A. E. Canney, managing director of Virol, Ltd., presided, and said he was full of hope and confidence for the future. He felt that business men's problems could be solved by higher efficiency in education and in business, and that the power of production in this country could be enormously increased.

Mr. Turner, in the course of his very able address, said the reception of the book had been on the whole very favourable, and so were the sales, and at such a meeting he might safely attribute that to advertising. He thought it was possible to spread ideas more cheaply by advertising than in other ways. It had been shown that practically every statement in his book was correct. Passing on, he said that Germany and the United States were training their intelligence four or five times as fast as was Great Britain, and the people of this country must not be surprised if they were left behind. He thought the rebellious temperament of the working classes was often due in this country to want of education ; and seeing how little we spent on education it was not to be wondered at. The war had brought home to them that in Great Britain things had not been done as well as they might have been. The war had

given us a great creative impulse, and it was wonderful to note what had been done in this country during the war with six million men withdrawn from creative industry. Germany had forty chemists to our one, and in the States the General Electric Co. had 200 men in its laboratory. Those were but two examples of the energy and activity of our chief rivals. Neither research nor experiment ever really cost a country anything in the long run. England, however, was learning its lesson. This country had been far too ready to accept finality in industry without investigation. The first essential was to bring about a changed attitude of mind among Britons on many points, and to do that was the main object of the book. Before the war, which had clarified men's minds, whenever one party proposed a thing the other opposed it. Lord Selborne in a recent pamphlet showed that in Germany, which had poorer soil than that of Great Britain, the German farmer fed 75 persons from a given area of land, whereas the British farmer fed only 45. The British farmer grew 11 tons of potatoes per acre and the German 55 tons. Many similar illustrations might be given, and Lord Selborne said that had the German farmer done no better than the British farmer our enemy would have been at our feet twelve months ago. In a plea for efficiency in every way Mr. Turner said it would solve many of their problems, and in future no efficient

country need have any poor. Wages would be higher, and then education could be better because children could be kept longer at school. The condition of the American worker bore no comparison with that in Great Britain, and they must in this country get up to the level of the American producer. They must increase consumption as well as production. They must adopt scientific methods in industry; and one of the first difficulties they would have to face would be the working man, who would have to be told how much he would benefit in shorter hours, more pay, and better conditions, with more output. Machinery might be the delivery of humanity from excessive toil, and they wanted a new gospel of business based on humanity and common sense.

Mr. E. T. Nind, Mr. Herbert Casson, and Mr. Binney Diblee briefly spoke, Mr. Casson alluding to the encouragement given in the factories owned by the Turner family to the workers and the wonderful results. Valuable suggestions, for instance, had been made by girls in clogs, and with excellent results.

Mr. Turner's book told people unpopular truths, and it was not written to please, but it had been sold to the extent of 80,000 copies in three months by the power of advertising.

Mr. C. F. Higham said Mr. Turner had asked him if he (Mr. Higham) could advertise the book so that the average person should get the facts. He told Mr. Turner that he could do so, but that the authors would not be able to get their money back again. So Mr. Turner spent £3,500 to advertise the book out of his own pocket—to inform the public of the things which he (Mr. Turner) believed. Mr. Higham thought that was the right type of business man. He had found out things in his factories which were useful to other men, and he had the courage to tell those facts to others that they might themselves be informed.

Mr. Turner briefly replied to the comments of the speakers, saying the human mind was the most fruitful field for research.

The Chairman said he hoped they would circulate the book, and direct the attention of their employees to it, seeking to further the objects it had in view.

## THE SALES MANAGERS' ASSOCIATION

### Mr. T. Russell offers Hints on Salesmanship by Printed Matter.

MR. W. B. ROBERTSON presided at the fifty-seventh meeting of the Sales Managers Association, held at the Holborn Restaurant on the 14th ult.

After dinner Mr. Thomas Russell gave some practical criticisms of printed matter, many specimens of which had been submitted to him beforehand.

Pointing out that he was not going to find fault with the printed matter before him, Mr. Russell said he proposed to talk chiefly about some of the principles governing the art of salesmanship. "We never turn out that ideal job," he remarked. "The other fellow always does it better because we have not seen his imagination of the thing before it went to the printers." Referring to an address he gave before the association in the spring of the year, he reminded his hearers that on that occasion he pointed out the main problems in advertising matter. The first was how to arrest and maintain the attention of the reader; the second to convey to him a favourable impression of what the seller had to dispose of. There was the salesmanship that performed a mercantile function; there was also the salesmanship which created a demand for something people did not want until convinced of it. He thought they undervalued the usefulness of printed matter, whose function was not to sell the goods but to help the traveller to sell them. Demand for all sorts of things had been created first through the Press, followed up through the medium of the post and then by a call from a traveller. Thus very often printed matter was used solely to gain a reception for the travelling salesman. This applied particularly to advertising in newspapers, magazines, periodicals, etc. When in due course the

advertiser received a circular from the publisher there were certain things he would need information about, such as the extent of the circulation of the medium, which, if it would bear telling, should be told him. Then he would want to know the cost and the size of space, etc.

Some of Mr. Russell's aphorisms may be given as follows:—

There is nothing more dangerous than in being too clever. If you are going to sell goods you must be cleverer than the purchaser, but you must conceal your cleverness, or he may think you a rascal.

When you have secured the attention of your reader by your curiosity-provoking title you should not keep the secret too long.

Headlines have a greater function than to draw attention to what follows. If well planned they should tell a good deal of the story to the reader, even if he does not trouble to go further.

Another danger we may suffer is in thinking of a good phrase and not having sufficient self-denial to strike it out.

The first thing to do in hiring a copy-writer is to remove the dictionary of quotations from his room. It is the wrong place to look for catchlines, which should be supplied by the text of the printed matter.

It is quite possible to fold a folder so as to conceal the most interesting matter.

There are people who say that highly professionalised work on a piece of printed matter takes the life out of it, makes it dead. But if close study is carried far enough, so far from making it dead it will give it life.

Mr. Russell also emphasised the importance of the human touch and a little later declared



that it was often the opening sentence of an article which could be best dispensed with.

Some discussion followed.

Mr. Martin (of Messrs. Martin's) took objection to the sounding of the note of professionalism in advertising. Mr. Russell had said that it was the first paragraph which could be dispensed with. "My experience is that if you write thirty paragraphs you can safely discard twenty-nine of them. The last one is often the only one that counts."

Mr. Clifford (of Messrs. Martin's), Mr. Bancroft, and Mr. Clark (of Field's Inks) also spoke.

Mr. Burris Gahan agreed with the chief

speaker about being too clever. The greatest of all qualities in advertising was sincerity.

Mr. John Burgess said he always believed in submitting all his advertising schemes to a professional man.

Mr. Beable hated the terms "expert" and "professional." After all, it was common-sense and a knowledge of human nature that gave force and vitality to advertisements and printed matter.

The Chairman confessed that he had already discarded some of his apparent cleverness. Cleverness and smartness differed somewhat. The highest cleverness was the cleverness which disguised cleverness.

## THE SOCIETY OF MOTOR ADVERTISING MANAGERS

### The Relative Value of Advertising Media.

AT THE monthly meeting of the Society of Motor Advertising Managers, held at the Aldwych Club on January 5th under the presidency of Mr. A. F. Ilsey, an interesting paper was read by Mr. E. W. Delacour on "The Relative Value of Media—Press, Posters, Signs, Road Boards, etc."

In the course of his paper Mr. Delacour said:—I think I shall have your general consent in placing the Press at the head of the list of media. Press advertising is the most powerful, mobile and flexible force at our disposal. No advertising campaign of any importance can be inaugurated without its aid, and for the continuation of the publicity indispensable to even well-established propositions the Press has always a useful and important part to play.

The appeal of the technical Press is similar in function to that of the newspaper Press, only that the appeal is to a distinct class using the goods advertised, implying a smaller percentage of waste circulation, and at the same time a fuller attention by the reader.

The factors making for value in Press advertising are large spaces, bright convincing copy, good settings, and strong illustrations. To these points may be added—so far as the technical Press is concerned—a more educational note in the copy.

A poster campaign is limited in the information to be given, and "reason why" copy—such as can be used with great effect in the Press—is, of course, out of the question. Its function seems to lie somewhere between that of the Press and the permanent sign. The factors making for efficiency are selection of territory in which the posters are displayed, size and number of posters, attractive, pleasing character of designs, bright, harmonious colours, and clearness and brevity in lettering which must be easily visible at a distance. It is a valuable method of familiarising the public with the actual appearance of the goods and with any slogan employed by the advertiser.

Enamelled iron signs displayed on the premises of motor dealers and garages, for which facilities are readily afforded in most

cases, are valuable both as an outdoor advertisement generally and as an indication that the goods so advertised are stocked by the dealer, the latter point being apparently their primary function.

Road or field signs are in a group by themselves, and the increasing extent to which this form of advertising has been used in the last ten years or so points to its value. The factors making for value in this medium are careful selection of sites, a plate of sufficient dimensions to be seen at a good distance, and the utmost brevity in wording possible to the proposition.

In booklets and catalogues you have the chance of the largest opportunity for persuasive printed salesmanship. If the booklet or catalogue is a handsome production dignified in style, and sober and balanced in its claims the recipient will feel that the firm it represents is an opulent, well-established, reliable firm, and that their goods combine sound quality or workmanship with sterling worth. If it is poorly illustrated, strained, or over-vehement in its appeal, or over-weighted with superlatives, its effective value suffers accordingly.

Calendars, novelties, etc., things of personal utility carrying the firm's advertisement, serve as links tending to bind the customer's good-will to the advertiser. The recipient admires their enterprise, appreciates the apparent liberality of the firm, and feels that the neat pocket book or penknife you have sent him is a much better form of advertising than mere newspaper or poster appeals. The factors making for value in this case are careful selection of a class of novelties suitable to the recipients, and likely to be used personally by them, coupled with discrimination in distribution.

The question of the proportion to be spent on each of these media, and the value of each part to a concrete proposition, can only be determined by a consideration of that particular proposition.

The co-ordination of media results in an added advertising value of each medium. A displayed advertisement in a newspaper—an enamelled sign, a booklet—each has a definite

value by itself, but together they create an additional force by their combined effect.

To secure this added value, three points may be observed. First, a balanced proportion in laying out the advertising appropriation, then an ordered sequence, so far as a new proposition is concerned; and, finally, unity in the appeal—mainly secured by running the trade mark or slogan or name block throughout each phase of the advertising so that they do not look like haphazard, "hit-or-miss," unconnected efforts, but are component parts of a complete balanced scheme of advertising.

Mr. Ernest E. Reinhold attached great value to window display. It was a feature which should be encouraged and cultivated. But he did not himself attach much importance to novelties, because if a demand for an article was created in the omnipotent Press, and the policy provided the dealer with a working profit, the novelty would not "cut much ice."

Mr. Brandes urged the importance of local colouring for the advertising by the branches. He was a great believer in souvenirs, but, of course, it must be something worth while.

Mr. H. O. Davies thought that in regard to motor-cars and heavy motor vehicles the road sign was not of much assistance, therefore they had to resort to the Press. For motor spirits or tyres the sign on the roadway was the best possible method of commencing to make an article known, and then following it up with the Press and catalogues. He was a great believer in the calendar. He was also a believer in novelties, provided it was something useful to people.

Mr. A. E. Sykes thought readers of the technical Press were potential buyers of accessories, and there was no waste circulation to be paid for when advertising in the technical

Press. In the outside Press the readers, except to a very small extent, were not interested in accessories. The illustrated catalogue was of paramount importance to the manufacturer, and he had always found catalogues a good investment. He did not think novelties of material value as they did not influence sales to any extent. Circulars were a most profitable form of advertising, and an essential part of any scheme.

Mr. J. S. Masters considered advertising on the roadside often caused a feeling of irritation to the average purchaser because beautiful scenery was sometimes marred by a road sign. He did not know if the value of the advertising counteracted that feeling of irritation. With regard to novelties, there was a great deal of value in them.

Mr. W. J. Rand believed that posters were honest value for money, provided they were properly posted, but their effect was often depreciated by the manner in which they were exhibited among a lot of others. He could not see how the advertiser got his money back on the road sign, and he looked upon it as expensive and irritating publicity.

Mr. Cates agreed with all the conclusions of Mr. Delacour. Window display had never appealed to him or his company. With regard to novelties, he thought them a good medium. It had been proved that chauffeurs played a large part in the choosing of lubricating oil, petrol, motor tyres and things of that description, and companies dealing in those goods were in the habit of giving away novelties.

Mr. P. J. Oldfield thought the great principle should be co-ordination of the various media. Road signs combined with effective newspaper and journal advertising and window display were the kernel of the whole situation.

Mr. Delacour briefly replied.

## ASSOCIATION OF ADVERTISING WOMEN

MR. SAMSON CLARK was the speaker at the January meeting of the Association of Advertising Women, at which Miss Mary Wall presided. Mr. Clark chose for his subject "The Position of Women after the War." The question of "competition" between men and women in the commercial world implies a state of affairs which Mr. Clark thinks ought never to arise. There will be more work to do after the war than ever before, and everyone efficient will be wanted. Whilst wholly optimistic in his outlook, the speaker outlined several directions in which he considers women as a whole need to equip themselves more thoroughly if they are to "co-operate" to the fullest extent with men after the war.

Mr. Samson Clark emphasised (1) The Need for a Definite Individual Object. The important point for each woman to consider was her own definite object in life and in business as distinct from what other people may or may not do. All success and progress depended upon a definite objective. (2) The Need for the Wider Outlook which results from continuous self-instruction and self-education. Everyone should make a point of learning as much as possible of the business in which he or she was employed, even though

it might be quite outside the allotted task. At the same time a constant study of all kinds of business and general literature of a sound character was an essential to everyone who wished to possess a wide and generous outlook. Indolence and supersensitiveness must have no place in a progressive business woman's life, and one who wished to co-operate with men and to receive the same recognition in the business world must be willing to take the rough with the smooth. (3) The Need for a Wide Study of World Affairs on the part of all who wished to prove still further their ability to guide the future Government of the nation.

A somewhat lively discussion followed.

An amusing speech was made by Miss W. Spriggs in defence of women's capabilities, and Mrs. Sevez, Miss Spriggs, Miss Spon, Miss Foster and Miss Heitland also took part.

All enquiries regarding the Association should be made to the Hon. Sec., The Association of Advertising Women, 19, Buckingham Street, Strand, W.C. The next meeting will be held on February 5th at 8 p.m., Connaught Rooms, Gt. Queen Street, when Mr. Charles F. Higham will be the speaker.

# THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending December 22, 1916. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

## THE DAILY NEWSPAPERS (COLUMNS)

Date	Times	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
Nov. 23	D. 294	C. 334	C. 19	D. 8	C. 14	D. 10	C. 2	D. 10	C. 17	D. 10
24	46	23	14	4	2	10	4	10	17	11
25	30	30	17	5	11	10	3	10	18	11
26	28	28	15	3	11	10	3	10	21	11
27	8	32	15	5	11	10	3	10	21	11
28	24	33	25	11	3	10	2	10	25	11
29	21	33	18	7	3	10	2	10	22	11
30	23	33	18	7	3	10	2	10	22	11
Dec. 1	21	28	16	8	2	10	2	10	20	11
2	14	31	16	13	1	10	2	10	12	10
3	20	33	13	25	1	10	2	10	10	10
4	14	33	13	25	1	10	2	10	10	10
5	19	23	4	9	2	10	2	10	23	11
6	19	24	23	8	2	10	2	10	24	11
7	35	31	11	10	2	10	2	10	26	11
8	22	23	13	8	2	10	2	10	21	11
9	15	30	14	6	2	10	2	10	21	11
10	18	20	15	12	2	10	2	10	19	11
11	21	22	15	12	2	10	2	10	19	11
12	21	21	15	9	2	10	2	10	21	11
13	32	23	15	9	2	10	2	10	29	11
14	58	23	17	10	2	10	2	10	20	11
15	22	21	12	10	2	10	2	10	23	11
16	59	21	14	11	2	10	2	10	6	9
17	19	22	13	14	2	10	2	10	20	10
18	19	23	13	14	2	10	2	10	15	10
19	23	21	17	8	2	10	2	10	13	8
20	23	21	13	14	2	10	2	10	13	8
21	14	29	13	14	2	10	2	10	14	7
22	20	22	10	6	2	10	2	10	9	9
Total ...	792	635	206	431	487	255	389	355	487	226
										12

WIDE OF COLUMNS: Times, 28 ins.; Telegraph, 28 ins.; Post, 28 ins.; Graphic, 28 ins.; Mail, 28 ins.; Mirror, 28 ins.; Daily News and Leader, 28 ins.; Express, 28 ins.; Chronicle, 28 ins.; Daily Sketch, 28 ins.; Mirror, 13 ins.; Daily News and Leader, 28 ins.; Express, 28 ins.; Chronicle, 28 ins.; Daily Sketch, 13 ins.



## THE POPULAR MONTHLIES—DECEMBER

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
102½	58½	56½	46½	24½	30	46½	45½	44½
<i>Comptons</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
49	37½	17½	17½	30½	24½	18½	69½	13½

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'd Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
1916	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Nov. 23	5½	4½	11½	4½	13½	12½	8½	4½	6	6½	7	7
24	1½	4½	10½	3½	17	16½	3½	4½	4½	1½	8	13½
25	6½	19	21	2½	14	11	4½	14½	16½	1½	8½	6½
27	2	4½	11½	7½	22	15½	3½	4½	5	3	10½	8
28	4½	5½	11½	8½	13	12½	7½	4½	7	½	7	9
29	5½	4½	11½	5½	20	23½	10½	4	4½	10½	7	8½
30	6½	8	11½	9½	14	12½	9	5½	5½	5½	7	6½
Dec. 1	1	4½	10½	3½	21½	14½	5½	4½	4½	1½	8	12
2	10½	18	22½	4½	12½	11½	4	18½	18	1½	8½	6
4	1½	12	11½	6½	26	16½	2½	5½	4½	2	16	8
5	5½	5	11½	7	12	11½	9½	10	6½	2½	8	7½
6	3½	5½	11½	5½	24½	17½	9½	3½	4½	7	7½	11
7	8½	12½	10½	5	15½	13	12	4	5½	13½	6	7
8	6½	4½	21½	4½	20½	17	11½	3½	4½	7½	10	9
9	9½	24½	11½	3	17½	10½	4½	19	16	½	8	6
11	2½	12½	11½	5½	19	19	7	4½	3½	3	14	7
12	5½	6½	11½	10½	13	10½	13½	7½	7½	10	7½	9
13	3½	7½	11½	7½	28½	12	5½	3½	5	4	9½	7
14	7½	18	10	11½	11	13	5½	9½	5½	12½	6½	6½
15	1½	4½	18½	4½	25	19	10	3½	4½	5½	9	8½
16	8	21½	10	5½	14½	14½	5½	19½	13	1½	9½	5½
18	3½	11½	10½	5½	22	18	5	4½	3½	2	13	7
19	3	7½	10½	3½	11½	14	5½	8½	6½	6	7½	8½
20	4	8½	10½	6½	23	12½	6½	7	3½	3½	11	7
21	4½	14½	12½	7	12	9	3½	7½	5½	3½	8½	5½
22	1½	4½	10	4½	15½	14	6½	5½	4	4½	8½	7
Total ...	124½	244½	327½	154½	458½	370½	179½	191½	175½	121½	231½	204

\* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Manchester Guardian*, length, 23 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.



## PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo-Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small			
1916.																								
Nov. 23	7½	8½	16½	13½	4½	5½	10	4	8	10½	2½	5½	10½	2½	5½	8	13½	5½	2½	5½	14½	4½	6½	
24	9½	9	15½	5	5½	5½	9½	9	8	10½	2½	9½	10½	2½	9½	10½	9½	6	12½	5½	14½	4½	6½	
25	2½	2½	1½	6½	16	9½	2	3	8	3½	3	8	3½	3	8	4	17½	6	10½	5½	5½	5½	8½	
27	4½	7½	15½	7½	6	5½	9½	4½	8	15½	3½	7	15½	3½	7	6½	11½	5½	5½	5½	6½	6½	8½	
28	11½	3½	15½	8	5	5½	9½	5	7½	12	3½	6½	12	3½	6½	8½	12½	6	14½	6½	14	4	6	
29	9	4	18½	9	7½	4	9½	5½	7½	15½	3½	6½	15½	3½	6½	8½	10½	5½	14½	6½	13½	4½	6	
30	8	7½	15½	10½	6½	5½	12½	6½	8	6½	2½	7	6½	2½	7	7½	9	8	10	3½	13½	4½	6	
Dec. 1	8	12½	15½	8	8½	5½	11½	6½	8	13½	2½	7	13½	2½	7	7½	9	8	8	10	15	4½	6	
2	2½	1½	8½	6½	20½	10½	3	13	8	3½	2½	10½	3½	2½	10½	1	20½	7	6½	6½	4½	4½	8½	
4	6	6½	4½	10½	10½	4½	3	7½	7½	9½	3½	5½	9½	3½	5½	4½	14	6	1½	5	7½	4½	6½	
5	8½	6½	16	8½	8	5½	8	6	7½	12½	2½	8½	12½	2½	8½	7½	11	6½	13½	9½	14½	5½	6½	
6	6	3½	18½	17½	4	5	15	5	7½	16½	3	5	16½	3	5	8½	12	5½	11	5½	7	5½	5½	
7	6½	11½	15½	8½	12½	4½	17	10½	7½	18½	2½	4½	18½	2½	4½	10	13½	6	18½	5	14	6½	6½	
8	7½	8½	15	9½	7½	4	10½	4	7½	18½	2½	4½	18½	2½	4½	8	9	5½	16	5½	17	6½	6½	
9	2½	1½	8½	4½	23½	10½	2	2½	7½	2½	3½	9½	2½	3½	9½	3	22	6½	1	6	5½	5½	8½	
11	5½	9	15	17½	4	5½	6½	7½	7½	14½	2½	9½	14½	2½	9½	11½	13	6	11	7½	14½	4½	6½	
12	12½	4	15½	5½	10½	5	8	6½	7½	17½	2½	9½	17½	2½	9½	15½	9½	6	9½	5½	16½	5½	5	
13	8	7½	17	12½	12	4½	4½	4	7½	17½	2½	9½	17½	2½	9½	11½	15	6	3½	3½	17½	7½	8	
14	7½	8	15	8½	17	4½	9	7	7½	18½	2½	5½	18½	2½	5½	8	8	5½	8	13½	4½	3½	5½	
15	10½	8	14½	11	15½	4	11	16½	7	13½	2½	5½	13½	2½	5½	8	8	5½	8	13½	4½	3½	5½	
16	2	2½	8½	8½	27	8	2	3	7	5½	2½	6	5½	2½	6	1½	26½	6	1½	6½	17½	6½	6½	
18	3	7½	14	11½	11½	3½	4	10½	7	9½	2½	6½	9½	2½	6½	18½	20	4½	18½	6½	4½	4½	6½	
19	4	5	14½	13½	18½	5½	3	23	7	7½	2½	6½	7½	2½	6½	6½	16	5	6½	12½	4½	7½	4½	
20	2½	5½	15½	10	18½	5½	4	9½	6½	7½	2½	4½	1	4½	4½	7½	14	5½	2½	5½	12½	6½	4½	
21	6½	4½	11½	5½	7	4½	6	24½	6½	7½	2½	4½	7½	2½	4½	5½	14½	5½	1½	6	8½	6½	5½	
22	3½	5½	11½	11½	15½	4	6½	12½	6½	10½	—	4½	10½	—	4½	4	10	4½	8½	6½	8½	4½	5	
Total ...	165	160½	359½	247	284	140½	224½	319½	133½	193½	217	193½	305	72½	171	181½	355½	151	162	190½	110	233½	146½	161½

Sizes of Columns.—Northern Echo, length 22½ ins., width 3½ ins. Sheffield Independent, length 23 ins., width 2½ ins. North Eastern Daily Gazette, length 24 ins., width 2½ ins. Daily Dispatch, length 23 ins., width 2½ ins. Irish Independent, length 22 ins., width 2½ ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22½ ins., width 2½ ins. Yorkshire Telegraph and Star, length front page, 21 ins.; inside 23 ins., width 2½ ins.

# The ADVERTISING WORLD

FEB. 1917

PRICE 1/-

**T**HOMAS RUSSELL—the great expert on advertising practice and theory—writing in the last issue of his paper, "The Consultant," on the present "Higher Cost of Selling Goods," one cause being the falling off of replies to advertisements in the daily press, says:

"Weekly papers have not suffered to the same extent, and some are doing better than ever. '**PUNCH**,' for instance, has evidently gained in circulation so much as to counterbalance the falling off (if any) of readers' interests in its advertisements. Sectional publications, on the other hand, are doing even worse, in some cases, than dailies."

**T**HIS is indeed evidence that the advice given by me so often since war broke out, and adopted by so many advertisers of high-class goods and service, was good.

That advice was, and is, to **CONCENTRATE YOUR ADVERTISING IN "PUNCH,"** where it will reach the buyer who has money, the result being that your advertising expenditure instead of being Non-productive Expense will be a Profitable Investment.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London, E.C.





# Lancashire's Contribution to the War

consists of men, munitions, money and exports—a four-fold contribution unique almost in character and in extent.

Cotton goods to the value of nine and three-quarter millions sterling were exported by the county during the month of January.

**NORTH-EAST LANCASHIRE** holds almost the entire cotton manufacturing industry, and, in addition, considerable engineering works and coal mines. The family earnings of the workers are not exceeded by those of any other part of the country.

Advertisers of sound proprietary articles have always appealed with success to the North-East Lancashire public, and to-day no other area affords more favourable opportunities.

## The Northern Daily Telegraph

is read in from 70 to 90 per cent. of the homes every evening, and in the large majority of cases is the only newspaper that gets there day by day.

Head Office : BLACKBURN.

London Office : 85 FLEET STREET



## A POLICY

**I**F you know what *real* Advertising Service calls for—in ability, in acquired experience, in initial conception, in expenditure of time and effort upon careful consideration of policy, plan and detail—then you know that it cannot be given on a cut-price or split-commission basis.

For this reason, and because we regard ourselves as agents for the *Advertiser*—serving him and him alone—we look to our Clients for the reward of our efforts. No divided interests. No commissions. No axes to grind—except *yours*. This way lies independence and unbiassed Service.

We charge only for what we *do*. No cure, no pay. And we do “everything in advertising”—as well as we know how. As to how well that is, nothing we may say counts for much. You must be the judge. Our present Clients are also our very good friends, and we should like to count you among their number.

*May we state our case, demonstrate our ability, and prove ourselves worthy?*

**P.A.**  
**Advertisizing Service**

F.J. Lawes      S.J. Crockford      W.C. Thorn

“EVERYTHING IN ADVERTISING”

10 & 11 Lincoln's Inn Fields

Kingsway, London, W.C.

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway.

Telephone : HOLBORN 2269.

### SITUATIONS WANTED.

#### Advertising and Sales Manager (B. 15)

At present advertising manager to large manufacturing firm. Thorough knowledge of all branches of advertising, especially Railway, Buses, Trams, etc. Age 27. Medically unfit. Salary £400.

#### Sales and Advertising Manager (B. 24)

Twelve years' experience in handling advertising novelties, 3-colour and litho printing showcards, cartoons, boxes, etc. Also in preparation of high class catalogues, including costing. Good knowledge of poster printing and production of sketches. Salary £250. Age 34.

#### Advertising Assistant (B. 22)

Four and a half years in advertising department of well known motor cycle concern. Has also had experience in agency work. Age 29. At liberty now.

#### Assistant Manager or Canvasser (B. 23)

Six years as chief assistant in large London news agency. Thoroughly experienced in all branches of advertising, including financial. Age 26. Salary £3 10s. per week.

### WANTED.

#### Copy Writer

Vacancy for first-class, experienced man, not eligible for army. Must have splendid credentials. Apply by letter in confidence, with fullest particulars to FREDK. E. POTTER, Pen Corner House, Kingsway.

#### Wanted, a Design for a Roll of Honour

Artists who have ideas for a really distinctive Roll of Honour are requested to submit them at once. The design must be striking and original yet quite free from extravagance either in colouring or drawing, as it will be for the use of church congregations and large business firms.

#### Advertisement Manager (B. 26)

London or Provinces. Qualifications include the ability to write good copy, make original and distinctive lay-outs and a sound knowledge of details—also of printing. Experience of trade paper and other advertising is extensive. Can originate and carry out new ideas for printed matter. Is at present in charge of copy department of large agency. Age 28. Married. Salary £300. Specimens or rough suggestions on request.

#### Layout and Copy Man (B. 25)

Has had considerable experience in agency and the advertising department of well known national advertiser. Good working knowledge of printing. Strong and original in preparation of copy and layouts. Open to accept position as head copy writer or advertising manager. Salary £350. Free May 24th. Age 28.

#### High Grade Man (B. 19)

Advertising Manager, for 10 years in control of the Advertisement Department of large manufacturing concern with world-wide reputation. Is experienced in Electrical Engineering and Chemistry; has written on technical matters, and done a good deal of literary work for well-known papers. Has expert knowledge of posters, and advertising methods in general. Is open to accept new engagement from June, 1917. Over military age. Salary £800.

#### Wanted to Purchase for Cash

Copyright and publishing rights of a technical or trade journal or annual.

Full particulars to J. Hutchinson, Chartered Accountant, 6, Holborn Viaduct, E.C.

## YES—

There is no doubt we are nearing the end—

but the beginning of Advertising is drawing nigh. —

### WHY NOT COMMENCE AT ONCE?

Let the B.P. know you are alive and able to supply their needs.—

**HOW TO DO THIS**, with safety and economy—**Consult us.**

We are experienced experts in Publicity, and can serve you.—

'Phone, write or call.

## THOMAS BROWNE & COMPANY,

7 CHICHESTER HOUSE  
84 CHANCERY LANE, W.C.

Telephone: 4656 Holborn. Telegrams: "Obedience, London."

Bankers: Capital & Counties, Ltd., Holborn.

### Wanted to Purchase for Cash

Copyrights or publishing rights  
and stock of secondary educational,  
technical or Medical Books.

Full particulars with specimen copies to J.  
Hutchinson, Chartered Accountant, 6, Holborn  
Viaduct, E.C.

**Indian & Colonial Advertising** Expert Advice from Personal knowledge of Markets and 65 years' experience.

WRITE FOR PARTICULARS.  
D. J. KEYMER & CO.  
1 WHITEFRIARS STREET, LONDON.  
Telephone No.: 5310 Holborn.

**K & K**  
ADVERTISING COUNSEL

We can open up for you the Great Market of

## "GERMAN-FREE" RUSSIA

at a minimum cost with maximum results by means of our

**Efficient & Economical Advertising Service.**

## The RUSSIAN ADVERTISING AGENCY Ltd.

359 STRAND, LONDON

Tel. Gerrard 2357.



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office  
**SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.**

## PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones:  
Holborn 2907-8.

Telegrams:  
"ColloTYPE, London."

Monthly 2 d. **THE LONDON TIME-TABLE** 2 d. Monthly  
600 pages AND RED RAIL GUIDE (ABC) 600 pages  
**FITS THE POCKET IN SIZE AND PRICE**

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide, Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

**General Offices: Hampden House, 3 Kingsway, London, W.C.**



# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

FEBRUARY, 1917

## CONTENTS

	PAGE		PAGE
En Passant:		<i>The National News</i> ... ..	174
The Handling of Government		In the Provinces ... ..	176
Publicity ... ..	105	British Industries Fair ... ..	180
An Essential Business ... ..	107	The House of Cassell ... ..	180
Process Engravers and Block		Newspaper Earnings in War Time ...	182
Makers ... ..	108	Dunlop Co. v Michelin Tyre Co. ...	184
Economising Paper? ... ..	109	Subscribers' Advertising ... ..	185
A Significant Phenomenon ... ..	110	Business Going Out ... ..	186
Some Suggestions for Advertisers—		Changes in the Advertising Field ...	186
Put forward by Mr. H. Simonis	110	Mr. Ralph Thomas ... ..	187
Mr. Henderson Neal, with portrait	112	Quack Medicines — Deputation to	
Various and Sundry ... ..	113	Lord Rhondda ... ..	187
Preventing the Waste of Human		Items of Interest ... ..	188
Effort—By Seeborn Rowntree ...	117	Notes on Media ... ..	189
Current Advertising ... ..	119	Bovril Pictures... ..	190
The Registration of Business Names—		"A.W." Law Reports:	
By Arthur Bockett ... ..	136	Mr. C. F. Higham v. Pathé Frères	191
The Advertising of Old Bleach Linen	142	Messrs. Hulton and Sir T. Whittaker	191
Advertising the Army and War Loan		Liability for Restoring Advertising	
—The Saturday Evening Post and		Sites ... ..	192
Sir H. Le Bas ... ..	152	Mr. Chairman and Gentlemen:	
The Price of Process Blocks—Deputa-		The Aldwych Club ... ..	194
tion to Makers ... ..	154	Society of Motor Advertising	
Mr. Paul E. Derrick: Publicity		Managers—How to Carry on an	
Comptroller of National Service ...	156	Overseas Advertising Campaign	195
The Advertising Man's Library:		The Sales Managers' Association—	
Advertising by Motion Pictures—		Mr. E. T. Nind on a British	
By Ernest A. Dench ... ..	158	Trade Mark ... ..	196
War Loan Advertising ... ..	160	Association of Advertising Women	196
Germany's Plight as Revealed by		Volume of Advertising ... ..	197
Advertisements ... ..	166		
Overseas Advertising—1917 Outlook			
in U.S.A. ... ..	170		
National Service and the Position of			
Advertising Men—Letters from Mr.			
T. Russell ... ..	172		

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

**SARDINIA HOUSE, KINGSWAY, LONDON, W.C.**

Registered Tel. Address:  
ADVERWORLD, HOLB. LONDON.

PHONE: 2269 HOLBORN

Cables:  
ADVERWORLD, LONDON



## J. WEINER'S VAN-AD POSTER SERVICE

**T**O attract—to arrest attention—is the first essential of good advertising. If this fails nothing else matters much.

J. Weiner's posters on the leading carriers' vans **never fail to attract and hold attention.** Your message "gets there" every time and all the time. Hence their unique value to the advertiser.

### J. WEINER

**32 Shaftesbury Avenue, London, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.

Full size poster sketches in colours free of charge.

Telephone 1128 Gerrard (3 lines).

Telegrams: "Lithoprint, Piccy, London."

# S E R V I C E

The INFORMATION BUREAU of *The Advertising World* renders free service to its subscribers by giving them definite and reliable information upon any subject connected with Advertising. It can tell you how best to market your goods at home or abroad, help you to choose the best agency for your purpose, and give you the addresses of makers of every kind of advertising material

## The Bureau Rules are simple.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

(Continued on next page)

## Advertising Novelties

which are permanent and useful  
are the best mediums to issue.

### If you are making extra Profits

invest some of them by sending out now an Advertising Novelty which will last long after the War is over and remind your customers constantly of the services you can render them.

#### THE PATENT

### Reversible Treasury Note Case



is a novelty which is suitable for distribution. The new notes are now in circulation. Give your customers a new case to put them in. Prices from 48/- per gross.

We have many other novelties including Letter Cases, Season Ticket Cases, Perpetual Date Calendars, Blotters, Telephone Indexes, Telephone Directory Covers, Pencils, Match Box Covers.

All are suitable for any time of the year, but if you don't want anything till Christmas, owing to the great difficulties of manufacturing you should order now.

Send your enquiries to

**D. HARPER & Co., Ltd.**

Novelty & Fancy Leather Goods Manufacturers,  
258/262 Holloway Road, N.

## THE BEST S.A. CENTRE . . .

from which to reach the South African public is Port Elizabeth, the Cape importing centre (*vide Trade Returns*).

Let your selling policy and advertising be linked together. We can co-operate with your Agents.

Copy Writers, Designers, and Contractors for all mediums.

**White's Advertising Agency**  
City House, or P.O. Box 446,  
PORT ELIZABETH.

## A few of the Questions answered this month

1. **FROM A WHOLESALE DRAPER**—Will you let us have a list of the best papers to cover the following : Scotland, Wales, Northumberland, Durham, Yorks, Lancs, Cumberland, Cheshire, Westmorland, Shropshire, Derby, Staffs, Hertford, Monmouthshire and Notts. Do you advise the provincial papers or one of the home weeklies ? We are contemplating pushing a commodity, Irish — (retail only) in the Dominions and Dependencies and other countries. Is direct circularising more efficacious than press advertising, or do you recommend starting a campaign with the press ?
2. **FROM A PROVINCIAL FIRM**—Will you supply us with the names of some firms who could handle printing in colours, etc., on tin ?
3. **FROM A FIRM SPECIALISING IN BUILDING MATERIAL**—We contemplate advertising our specialities in New Zealand. Can you supply us with a list of trade or other papers to cover the country ? We shall take full pages, and hope you can supply us with the information.
4. **FROM AN ADVERTISING AGENT**—We should esteem it a favour if you could recommend to us a firm of advertising agents who you consider are the most influential in controlling advertising in His Majesty's Dominions and Colonies.
5. **FROM AN ADVERTISING CONTRACTOR**—Please oblige us with the address of the artists Mr. Leo Cheney and Mr. G. E. Studdy, and we should also like to get in touch with the artist now doing cigarette advertising drawings whose initials are A.E.M.
6. **FROM A BILLPOSTING FIRM**—Please give us the name of a firm or firms who can supply two million flags.
7. **FROM A STUDIO**—Can you find us a traveller or canvasser for a publishing house to take charge of our next season's special calendars ? We enclose you samples.
8. **FROM AN AGENT IN ALGIERS**—Please let us know, if possible, the name of the proprietors of "Triangle" films and also the sort of work a cinema house has to do in the way of service, management, etc. Have the "Triangle" films with French texts ?
9. **FROM A PROVINCIAL ADVERTISING SERVICE**—Will you be kind enough to give us the address of a good maker of stock blocks suitable for retail advertisers ?
10. **FROM THE PROPRIETORS OF SOME IMPORTANT PUBLICATIONS**—Please place us in communication with the makers of stock fashion blocks.
11. **FROM A NATIONAL SOCIETY**—Can you recommend me any book or periodical dealing with the organisation of exhibitions, business shows, and the like ?
12. **FROM AN ARTIST**—Will you let us know as soon as possible the name of the agent who prepares the B— "T—" cigarette advertising, as we wish to submit some ideas to them.



## POOL'S NEW CLIENTS

Include a British Manufacturing  
Firm of International Reputation.

After prolonged investigation, Pool's were selected as Service Agents. It was something bright, human, out of the rut, and withal convincing in Pool's copy that first attracted attention—it was a concrete scheme that won the order.

Ask us to study your proposition and make suggestions for a successful campaign.

CHARLES POOL & CO., LTD.,

(GEO. MURRAY, Managing Director)

90-94, FLEET STREET, LONDON, E.C.

Telephones: Holborn 2210, 2211

Telegrams: "Advexero, London"

# UNITY

*The first essential of a successful campaign*

THE most successful advertisers are those who advertise their own advertising; who instil into all concerned with their business the importance of their Publicity and explain to them what kind of advertising is done or is going to be done and how, when, where and *why*.

This leads to unity of purpose and co-operation.

The Advertising Agency works in close conjunction with the Advertising Manager or Sales Manager or both; the Salesmen are asked to co-operate by making their suggestion on policy; the Distributing Agencies not only see the advertising plans but are shown how to use them; the Factory Staff is made to feel it has its part to play by maintaining output and the quality that is claimed for the goods; those who deliver or despatch are taught the necessity of courtesy, speed and accuracy, and the Counting House employees trained to supply intelligent sales analyses.

Advertising alone cannot make permanent sales. The all-important thing is to get the idea of unity behind a selling campaign, and once you have got it you have solved its *biggest* problem.

*Has your Advertising Counsel revealed this point of view?*

Telephone City 8782      Telegrams "Mortalline Fleet London"

**Brockie. Haslam & Co**

ADVERTISING AGENTS & CONSULTANTS  
23 FLEET STREET · LONDON · E.C





## THE HANDLING OF GOVERNMENT PUBLICITY



THE sudden disappearance of the advisory committee appointed by the Government in connection with the War Loan advertising campaign, and its replacement by a single director apparently empowered to appoint his own expert staff, was the most dramatic "sensation" with which advertising affairs have provided us for a long time past.

If the involutions of the situations thus in some measure revealed could be unravelled in public they would doubtless provide a great deal of entertainment, if not overmuch edification.

One may imagine that since the Government took to advertising on a large scale there has been a vast amount of activity behind the scenes and on the back stairs of Whitehall

on the part of a variety of people anxious in one way or another to profit by the operations of so important a new advertiser.

Probably no one will ever know the full story of all the confidential negotiations and secret diplomacies of those bent upon having a finger in the advertising pie of the British Government. There are things that even the most enthusiastic advertising men think it better not to advertise.

Everything considered, it may be just as well that the inner history of the handling of past Government advertising should be consigned to oblivion: provided always that a less tortuous and more businesslike method of dealing with such advertising is adopted in the future.

The time has come when a properly organised official Publicity Department should be established with a responsible head. Until this is done there must be a most deplorable want of unity in Government advertising as a whole. During the past few weeks we have seen a confusion of campaigns that must have involved a wildly wasteful diffusion of effort and excess of expenditure.

Already the matter is serious, but it is likely to grow much more serious unless it be taken in hand courageously and intelligently without delay. A very active and extensive advertising policy in the national interest *must* be pursued by the national executive in the days that are coming; and it must be carried out in an efficient manner by public officers not liable to the suspicion that they are subordinating the national interests to their own.

We do not suggest at all that the advertising men so far concerned have given to the State service other than devoted and disinterested; but private practitioners will always be open to the attribution of motives below the highest.

The institution of such a Publicity Department as we have adumbrated need not and should not mean that the services of unofficial advertising experts would be unemployed by the State. They should be requisitioned freely as occasion requires and according to the nature of the work required to be done—in precisely the same manner that outside expert assistance is employed by other Departments—and they should be remunerated generously, but strictly on a fee basis.

Whatever mistakes and confusions may have occurred in the past may well be pardoned. The emergency which had to be met did not permit of a considered policy and carefully laid-out plans. But they should not be repeated.

## AN ESSENTIAL BUSINESS



**L**T would gravely affect the trade, present and future, of this country, and therefore its financial strength, if the impression were allowed to prevail that advertising might safely be looked upon as "non-essential" by the organisers of National Service.

The highest degree of efficiency in methods of distribution is as vitally necessary to our industrial well-being as the most economical and rapid organisation of production. At the present time it demands, indeed, even greater consideration, for there is a much more urgent need for improvement in our salesmanship than in our manufacturing.

Efficiency in salesmanship and distribution nowadays cannot be attained without the most skilful advertising, and to hamper advertising is to strike a blow at British trade in its most vulnerable part.

Of course, it may be that the grim necessities of the most critical situation that we have ever had to face may compel further sacrifices of commercial interests, even when these are of the most undeniable national importance. If so advertisers and advertising men will not be more slow in the future than they have been in the past to meet all demands made upon them as patriotic citizens.

But it is eminently desirable that the powers that be should not lightly interfere with the advertising business owing to a lack of understanding of the function it performs; and we therefore are very glad to see that representations have been made in the proper quarters—notably by the Incorporated Society of Advertisement Consultants—with the object of removing any misapprehension of this kind which may exist.

Despite the very considerable amount of educational work that has been done by the more enterprising among advertising men during recent years, what advertising is and what it does are still most imperfectly understood by those who have not been compelled to make an intimate study of its nature. Consequently it is peculiarly open to damaging attacks and interferences, inspired as a rule, not by actual animosity so much as by ignorance and unreasoned prejudice.

Any action detrimental to advertising undertaken in the name of National Service that had no other basis than these would be disastrous; and it is very well indeed that energetic efforts should be made to prevent it.

■ 

## PROCESS ENGRAVERS AND BLOCK BUYERS

 ■

AN informal meeting between the Council of the Federation of Master Process Engravers and representatives of the great body of advertising agents and commercial art studios took place the other day, and resulted in a free and useful discussion. The Editor of *THE ADVERTISING WORLD*, who had been requested to arrange the meeting, was also present.

The tone of the meeting could not have been more friendly, and the readiness shown by both sellers and buyers of blocks to appreciate each other's point of view should go far to secure a speedy settlement of the differences between them raised by the institution of the new scale of charges.

That these differences are inconsiderable, however, it would be idle to affirm. The new scale has caused an amount of friction between block-makers and block-buyers, and between the "trade" dealer in blocks and his customers, that it would be very unwise for the Federation to ignore. It may have taken them by surprise—for no one has questioned the fairness of even a heavy increase in charges for process work—but they must reckon with it as soon as possible if they are to retain the goodwill of, at least, a most important section of their consumer constituency.

Our own feeling is that, notwithstanding the urgent need for reform and reconstruction in the block-making business, the master engravers chose the wrong time to establish a new basis for their operations. A war-time surcharge on existing prices should have met the most pressing of immediate necessities, and, unless of absurdly over-swollen proportions, would have been accepted without cavil. With a return of more normal trading conditions the whole of the problems presented by the unsatisfactory state of the process engraving business could have been dealt with constructively and upon a firm foundation.

It is discomposing, to say the least of it, for British traders to find themselves handicapped by what is practically a complete change in one important advertising weapon while the Ship of State is in action.

But since, for better or worse, the change has been effected, we trust, not without confidence, that every possible endeavour will be made to render it as little embarrassing as possible, by such modifications and accommodations in matters of detail as may remove its more undesirable accompaniments.

## ECONOMISING PAPER?



FOR a long time past we have known that the shortage of "news" paper must become a more disturbing, and might become an almost paralysing, condition affecting the Press.

There is therefore small excuse for the delay in making an adequately organised effort to use the limited supply of this all-important raw material to the best advantage. It cannot be maintained seriously that the measures taken by the Paper Commission have effected all desirable and attainable economies, or that they have operated with even-handed justice between all interested parties.

What is, in the circumstances, a sheer waste of paper has been indulged in by nearly all the great journals of this country for months past. They have in general been altogether too bulky, and might have been reduced in number of pages without any sacrifice that could not fairly have been called for from the public, from advertisers, and even from themselves, had they come to a reasonable working agreement.

If, as seems highly probable, the situation in the near future becomes so difficult as to demand the application of the most stringent and distressing emergency measures, newspaper publishers will largely have themselves to blame. They have had plenty of warning, and had they only looked a little further ahead and conducted a comprehensive paper economy campaign in combination there would have been comparatively small cause for anxiety for some time to come.

## DRAWING THE ENEMY'S CLAWS



ADVERTISING men will be particularly interested in the Registration of Business Names, which is dealt with in detail in another part of this issue. It provides that every person or firm using a trading title that does not consist of the actual names of all the partners shall file a return with the Registrar of Joint Stock Companies giving the true names, addresses and *nationality* of all the partners, and that these shall also appear on business stationery.

This is all to the good, as far as it goes. The provision

should be extended to joint-stock companies, which at present are under no obligation to disclose the nationality of their directors or shareholders. Until this is done there will be an obvious refuge open to all traders desirous of concealing their national status from all but earnest inquirers.

## A SIGNIFICANT PHENOMENON.



THE books lately issued by Messrs. Paul E. Derrick and Charles Frederick Higham respectively are significant of the fact that advertising has lately grown to occupy quite a new place in public estimation. On re-reading them we are more than ever struck by the fact that, in a sense, they owe almost as much to the people for whom they are written as to the writers.

A few years ago neither of the authors could have written of advertising as he has done with any hope that his utterances would win a tolerant, not to say sympathetic, reception. He would have found it necessary to be humbly apologetic and meticulously explanatory. He could have taken nothing on trust, as regards the attitude of mind of his readers towards advertising, but a profound ignorance and a lively distrust.

Now he is able to assume that advertising is generally known by the layman as well as the expert to perform a valuable and, for the most part, admirable function in modern commercial affairs. He can point, without his sanity or honesty being called in question, to future developments of advertising that may make it as powerful in every other department of social life as it is already in connection with trade.

## SOME SUGGESTIONS FOR ADVERTISERS

Put forward by one of the most able and enthusiastic  
of Newspaper Advertising men.

MR. H. SIMONIS is a newspaper man first, last, and all the time. He knows quite as much as most other men about other forms of advertising, but to his mind the whole space that may be filled by an announcement in the Press represents the basic material of modern advertising.

The course of wartime events has given him additional arguments in support of the faith that is in him.

"The best kind of newspaper space," he said to me the other day, "was never before so valuable to advertisers as it is now."



"This is partly because it is more limited. Advertisers who secure space in the most sought-after Press media have much less competition to meet than they must contend with in normal times. For instance, where an announcement by one of the big West End stores or drapery houses would have appeared in company with a dozen or twenty similar advertisements in pre-war days, it now will probably have no more than three or four companions in its own class. This necessity means, speaking in a general way, that whatever business is to be done will be divided between fewer traders, and that each of them will reap a proportional benefit.

"Of course, the results secured will be reduced to the old standard if the advertiser discounts the advantage of a comparative freedom from competition by appearing in the paper less frequently. He should guard against that—and, as astute advertisers are aware, there is only one way of doing so. They know that there is not enough of the best quality newspaper space to meet the demand, and so they place orders far ahead that they may stand the best possible chance of getting a generous allotment. In existing circumstances the late comer has only the remotest likelihood of getting what he wants.

"Even apart from the natural appreciation in value resulting from its severely limited supply, space in widely-circulated newspapers is to-day of relatively greater importance to advertisers than it was before the war revolutionised our whole social organisation.

"I doubt that of all the laboriously and expensively built-up mailing lists in existence before August, 1914, many are worth the paper they are written on to-day. There has been a movement of all classes of the population absolutely unexampled in character. Numberless households have been broken up; others have been reconstituted on a new plan and in a new place; some small family groups have been combined 'for the duration of the war,' others have been scattered far and wide. The cherished names

and addresses of select consumer constituencies, compiled by those who advertised by distributing mail matter, serve only to show where certain people once lived, but in all probability do not live now.

"To circularise costly catalogues or booklets with such mailing lists is to burden advertising with an impossible percentage of wastage. The most convinced mail advertisers therefore find themselves compelled to use the Press at the present juncture. And I may add that they will have to rely upon the Press in building up new mailing lists when the war is over.

"Of the future," said Mr. Simonis in answer to a leading question, "I am not disposed to say much. Only a supernaturally wise man or an amazing fool would dare to prophesy with any confidence. The uncertainty of the paper supply, the uncertainty of transport, the uncertainty of retaining skilled labour, and the uncertainty concerning the end of the war manifestly render any definite forecast impossible.

"But if the outlook is obscure, I see no reason for a pessimistic attitude in regard to the immediate advertising outlook. Most of our leading manufacturers and merchants are becoming more and more inclined towards a courageous and enterprising policy: and I do not think they would be easily daunted even though the coming months held much more discouragement for us than we have any cause to anticipate.

"The first effect of the conclusion of peace upon advertising will, I think, be to give it a boom of an extraordinary character. The most extensive preparations for energetic advertising campaigning at the first favourable moment are certain to be made.

"Britain is awake now with a vengeance, and in the days to come she will claim her share of the world's trade in a far more enterprising spirit, and by far more efficient methods, than in that time before the war which is now as deeply sunk in the past as though it were centuries instead of years ago."

## MR. HENDERSON NEAL



By One Who Knows Him.

HENDERSON NEAL is one of those men who can work regularly sixteen hours out of the twenty-four, and—keep smiling. Nature has endowed him with a fine constitution and a consuming thirst—for work. He is the type symbolical of the present age—the man who gets things done.

Soon after war broke out he was called to fill a position in the Boot Section of the Royal Army Clothing Department. The offer of more work to Henderson Neal is a bait he can never refuse. He accepted, and the variety and extent of his duties should satisfy even his remarkable appetite.

Henderson Neal cannot tolerate half measures. He has the capacity for making rapid decisions and the tenacity to carry them through in spite of opposition. Yet when his judgment is at fault he is the first to frankly and fully admit responsibility.

He always has a cheery word for his workmen, and prefers to talk to them as man to man rather than as employer to employed. Many a time when the work has been unusually arduous and fatigue has been general, I have seen a timely jest from him act like a tonic to a weary staff. He has the knack of saying the right thing at the psychological moment; if he had not been a man of action I am sure he would have made his mark in the diplomatic service.

Yet he tempers tact with an inflexible will. He believes that if a point can be carried without incurring hostility, that is the better way; but the dominant factor is that the point must be carried, and once the gloves are off you will find in him a bonny fighter.

In his younger days he took an active part in sport, and has played Rugger and cricket for well-known clubs; he was also a doughty oarsman. Yet when his business called for his entire efforts at a critical period, he cheerfully renounced all these interests (not without a wrench, as all sportsmen will understand) in order to devote his undivided energies to the problems to be faced. But for motoring and an

occasional round of golf he has never gone back to the old love.

I always think the playing fields leave a mark on the budding man which he carries for the rest of his days. Henderson Neal wrestling with a business problem is simply indulging in another phase of the football scrum or the long field. Many of the characteristics which make or mar success in sport come to the surface in business and private life, and the man who plays a clean game in the one will not forget his sporting principles and instincts in the other.

Outside business his chief recreation for the duration of the war is sleep. Occasionally, however, he will snatch a few hours from the hurly-burly and make a wild motor dash into the country in order to visit some long-neglected friend. He is a devotee of speed in motoring as in everything else, and will take the keenest delight in knocking a few minutes off his previous best time.

In his quieter and reflective moods he is an organist of no mean ability, and my secret belief is that many of his plans and schemes are conceived, formulated and perfected in an appropriate setting of harmony. I can quite imagine a drastic re-organisation scheme violently coming to life to the strains of Tchaikowsky's "1812," the award of a generous bonus to his co-workers being born to the lilting notes of Mendelssohn's "Spring Song," or the decision to part with an old employé finding sympathetic expression in the sad melody of the "Autumn Song."

He is passionately fond of dogs, and is rarely separated from a pipe. It is my pleasure frequently to eat salt with him and his charming wife, and I do not know of a more entertaining and devoted couple.

The war work he is doing now is a heavy burden, but it is being done quietly and efficiently. Most of us know him as the originator of the Phat-Pheet quality and all that it means to the coming race of men and women. He is a young man yet and we shall hear more of him.



MR. HENDERSON NEAL.





**THIS paper**  
**Bay Path Cover,**  
**Blue** RIPPLE FINISH  
**G. F. SMITH & SON**  
(LONDON), LIMITED.  
**HULL-LONDON-GLASGOW.**

## VARIOUS AND SUNDRY

“The world is so full of a number of things.”—*Robert Louis Stevenson.*

### Plenty of Business

In spite of all the difficulties of the present situation, of which the most serious is the departure for military duty of so many skilled craftsmen from various departments of advertising work, there is a vast amount of activity in almost every branch of the advertising business. A great deal of this is concerned with preparations for the future rather than the requirements of the present; but the volume of current advertising work is much greater than the unobservant might suspect. Even leaving out of account the big schemes of publicity now being carried out on behalf of the Government, there is quite enough doing to keep all available advertising men working at full pressure. Of the great projects for after-the-war campaigns that are now energetically being cast into shape I am unable at present to speak in detail; but I have knowledge of several of little less than a sensational character. All of

us had better make up our minds for the liveliest of times as soon as peace looms imminently near.

### Delightful Booklets

The series of booklets issued to make known more widely the manifold attractions of the area covered by the London “Underground” and L.G.Q.C. systems is one which the discriminating may well make an effort to possess. For my own part, I propose to bind up the set, and so provide myself with a discursive guide-book to London and its immediate neighbourhood that will be a delight to look upon and a refreshment to read. The latest of the series, dealing respectively with “Richmond” and “Epping Forest,” are pictorially and in literary matter well worthy of their fellows, and I advise all my friends to make early application for them: for these booklets have a habit of going out of print. As examples of imaginative advertising on



FRONT COVERS OF TWO ADMIRABLE BOOKLETS





festing itself toward things non-Teutonic. For instance, there is raging throughout the German Empire at the present time an agitation for the total disuse of Latin characters in printing, and the Prussian Minister of the Interior has gone so far as to forbid the use of any other character than German Gothic in future publications of the Statistical

ter"? A great many advertisers most certainly think that it is and make it a condition of the insertion of their announcement that it shall be thus placed. But Professor Munsterberg, a Harvard psychologist, has been making some investigations which point to an opposite conclusion to that generally held. It is announced that he placed before his class eight newspaper pages, each containing four quarter-page advertisements. Beside them he put sixteen other newspaper pages, each containing two quarter-page advertisements and two comic cartoons. The students looked thirty seconds at each page and then wrote down what they could recall of the things advertised. They remembered a far greater proportion of the things advertised on the pages that were all advertising than on the pages where their attention was attracted to other things.

The conclusions thus arrived at do not at all square with the views of Mr.



**RICH AND SOLID "QUALITY"**

Bureau. Apart from the fact that Roman type is much clearer to read than Gothic, the Minister in his fury has overlooked the fact that Gothic lettering is only a degenerate form of Latin. But the Allies have no reason to complain if the decision in favour of the national lettering is made general. Other nations will be much less ready to buy German goods if all the literature concerning them is printed from Gothic type. Our enemy is only cutting off his nose to spite his face, and some of the German papers are shrewd enough to realise the fact.



### Next Reading Matter.

Is it a benefit to an advertiser to have his announcement "next reading mat-



**THE NOTE OF REFINEMENT**

John Hart, of *London Opinion*, who places reading matter on so many of his advertisement pages as a means of drawing attention to the publicity matter thereon.

## An Impudent "Undesirable"

A more than ordinarily amusing example of a familiar but far from admirable class is the announcement of which the upper half is reproduced on this page. The announcement purports to be made by an artist's model world-renowned for her beauty—I am ashamed to own that her fame has passed me by—who being suddenly afflicted by an accession of flesh discovered a miraculously efficacious method of restoring the slimly gracious

### How a Noted Artist's Model Reduced Her Weight 36 Pounds in Five Weeks.

After having to give up her calling owing to excessive fat, she discovered a harmless drugless method which gave back to her the figure that made her famous.

OFFERS INTERESTING BOOK FREE, WHICH TELLS HOW ANYONE CAN EASILY REDUCE THEMSELVES BY THIS METHOD IN THEIR OWN HOME WITHOUT THE KNOWLEDGE OF ANYONE.

Double Chin and Fat Hips Go Quickly.



You, too, can reduce yourself even more than this by the same process if you so desire. No Drugs! No Starvation Diet! No Tiresome Exercises.

**"IT NEVER WOULD BE MISSED"**

proportions of her figure. After explaining in more than dubious English how successfully she removed "her fat upon her own self" she goes on to express her anxiety to share her splendid secret with all those burdened with too solid flesh that will not melt. She is careful to have it understood that she is already in affluent circumstances and far above any sordid desire to make money by her discovery. The motive impelling her to advertise is, we are to understand, nothing other than a rare and beautiful altruism. The energy with which this disinterested love of her kind has inspired her may be gauged from the fact that, as stated in her advertise-

ment, already "over 25,000 women have reduced their weight by her method"—though she only discovered it a matter of months ago. How greatly these women must have benefited the "before and after" illustrations of the advertisement will serve to indicate.

## "Atmosphere"

I am reproducing on pages 114-115 four displays from American magazines solely with the idea of directing special attention to the skilful manner in which an appropriate "atmosphere" is suggested in each case. This is done by the method of illustration, the form of drawn display lettering, and by the selection and arrangement of type. It is not in the least a matter of accident but of very careful observation and thought. Each of the displays illustrated on the preceding pages has a sharply differentiated character. Some of the distinctions between various elements in these several advertisements appear to be slight and subtle upon a first examination, but they will be found clearly marked upon a closer analysis. Each strikes a strongly pronounced individual note that is in strict harmony with the advertiser's proposition. We are told that we should not judge by appearances—but, when one comes to think of it, there is little else to judge by, and British advertisers ought to remember this more practically than they are apt to do.

## A Stock Exchange Grievance.

As my readers know, members of the Stock Exchange are debarred from advertising, so they will be interested to learn that yet another movement is on foot to combat this hardship. An association has been formed whose first object is to secure the abolition of the practice of stockbrokers sharing commissions except with persons in their direct employment, or with duly registered remisiers. It is an old complaint of the members of the Stock Exchange that the banks can unfairly compete with them for business as the latter have the power to advertise.

THOTH.

# PREVENTING THE WASTE OF HUMAN EFFORT

By B. SEEBOHM ROWNTREE

Director of the Welfare Section of the Ministry of Munitions

I SUPPOSE that never in our national history has there been such an urgent need to eliminate waste. "Don't waste human effort" is an admonition most urgently needed, not to-day only, but for long years to come, when we are engaged on the unromantic and uninspiring task of paying a war bill of no one yet knows how many thousand millions. If the nation is to prosper human effort, the basis of prosperity, must be economised. By this, of course, I do not mean held back, but used to the best possible advantage.

At present, however, our industrial system is a groaning, creaking machine, and terribly in need of oil. How can we grease its wheels?

## GREASING THE WHEELS.

I do not here propose to discuss fundamental changes, but to confine myself to showing the part which Welfare Work may play in greasing the wheels of industry. I want to make it clear that no method of conducting industry is satisfactory which leads to a waste of human effort, and that unless workers are happy, healthy, and contented it is quite impossible for them to be thoroughly efficient. Briefly, Welfare Work aims at making them happy, healthy, and contented, but not by fair words and tinsel rewards, given in lieu of the more substantial remuneration which trade unions rightly demand. Welfare work and sweating wages will no more mix than oil and water. But the Welfare Worker aims at providing such conditions of industry, and such an atmosphere of consideration and respect, as naturally stimulates the workers to do their best.

Let me define more precisely what Welfare involves. I think it will be agreed that with regard to wages the minimum aimed at should be high enough to ensure physical efficiency and to leave a reasonable margin for recreation. The employer should

regard conditions in his factory as essentially unsatisfactory until at least this minimum has been reached. And here I would urge that the important point is not the wage rate, but the sum of money actually taken away. If it can possibly be avoided individuals should never be forced to "stand off" work for such periods that the wages they take home at the week-end are insufficient for the maintenance of physical efficiency.

Another fundamental condition of well being is that the length of the working week should not be excessive. The working day should be of such total length and so divided up by rest intervals as not unduly to tax the worker's strength. If a shift is as long as five hours it should be broken by a brief rest interval. Accurate statistics of the wastefulness of excessive hours of work are very difficult to obtain, but there is a growing consensus of opinion that long hours, especially if continued for a considerable period, do not pay either employer or worker.

## ECONOMY OF SHORT HOURS.

The Health of Munition Workers Committee has published the result of a careful inquiry which they have made into the matter. They give various illustrations of the economy of short hours. For instance, they show how in one munition factory a reduction in hours, from 77½ to 66½ per week, resulted in an increased hourly output of 23 per cent. in the case of female workers; and they say in regard to this case that the evidence points to the advisability of working a much shorter week. In another case the hourly output of men increased by 22 per cent. when their hours were reduced from 71 to 61 per week.

A third factor of great importance in the well-being of the workers is that there should be adequate facilities for securing nourishing food and eating it in

comfort. When we criticise the efforts of employees, we sometimes forget that there is only one way of getting energy out of a man, and that is putting it into him. If a man's food is adequate his work may be mighty; if he is underfed he must underwork.

#### WORKING IN COMFORT.

Clean and wholesome workrooms, well lit and well ventilated and work suited to the capacity of the worker are essential both to comfort and efficiency. We know in our offices that if the light is trying, or the air is close, we cannot do our best work, and yet how ill-lit and ill-ventilated are many of our workrooms!

Again, employers do not realise how critical a process the "setting on" of a worker is. This is especially true of women and boys. They should be engaged by a tactful and inspiring person, who should keep in touch with them after engagement, to give the sympathy and stimulus which encourage them to do their best. It is not enough for a foreman to pick a boy out of a crowd at random and send him straight to work, with no recognition whatever of the fact that the human mechanism is extraordinarily sensitive and responsive to external stimuli. I repeat, that before human beings can do their best they must be happy, healthy and contented. To achieve that end they must be treated as individuals, and not in the mass.

But it is obviously impossible for a large employer, however sympathetic, to know all his workers individually and that is why in so many factories we already have welfare departments, staffed by carefully selected men and women, whose duty it is to restore to business that "human factor" which is so often overwhelmed in the huge industrial concerns of to-day. The staff of the welfare department usually engage the workers, or at any rate assist in doing so, possibly leaving the ultimate choice to the foreman or forewoman; they keep records of broken time and seek to remove its causes; they investigate cases of the dismissal or the resignation of employees; they hold a watching brief over the wages and advise the management of any

case of injustice or anomaly. They investigate any complaint made by the workers and safeguard their health, especially where poisonous or dangerous materials are handled. They supervise the canteens and rest-rooms, and where workers are imported from a distance they help in finding suitable lodgings. In short, they seek not only to secure good working conditions but to treat every worker with personal consideration. They are not concerned as a rule with technical processes or output.

Hundreds of such welfare supervisors have been appointed since the war began, and many an employer can testify to the value of their services. Of course, there have been failures; but the failures have been few in comparison to the successes! I have seen the whole character of a working staff revolutionised through the tactful activity of a welfare department.

Hitherto the position of employers and employed has been almost purely that of master and servant. But why should this be so? The employer provides or represents capital, but it is valueless without labour, just as without it labour is valueless. To make either effective they are bound to co-operate.

#### ATTITUDE OF EMPLOYERS.

Hitherto employers have tended to keep the workers at arm's length in all questions of management. "If I can't be master in my own business it is about time I shut up shop" has been their attitude. It must be changed if we are to be successful in the intense industrial competition of the future. There have been many signs in the past decade that English workmen, with their growing education and breadth of outlook, will not acquiesce much longer in being mere wage slaves. They will claim their part in determining the industrial conditions of the future. It will be a profound mistake for employers to suspect the trade union and to resent every suggestion that the workmen should help to decide, not the financial policy of business, but the conditions of work. Closer co-operation between Capital and Labour will not weaken British industry, but strengthen it incalculably.

# CURRENT ADVERTISING

Being a Free Commentary on Recent Press Advertisements;  
with Reproductions of Notable Examples.

IT IS better to repeat an explanation already given many times in these columns than to leave any loophole for vexatious misunderstandings. Therefore we may once more explain that in criticising current advertisement displays we deal with them as individual pieces of advertising material and not as component parts of campaigns—that is, unless we expressly state that we are doing otherwise.

We are fully aware that sometimes an advertisement that by itself appears to

be a very poor performance may play an essential part in the general scheme of a campaign, though we do not think this very often happens. We also duly appreciate the fact that it is impossible to

praise with exact justice the merits or demerits of any particular advertisement without taking into account the selling policy which has dictated its peculiar form and matter.

In these criticisms we make no pretensions

to deliver final judgments as to the virtues or defects of the advertisements dealt with; but in the main confine ourselves to such criticisms as each of them may invite as an individual specimen of advertising craftsmanship—as an exercise in display and copy-



LORD DEVONPORT  
Our New Food Controller



LITTLE MISS VI  
K1 War Certificate

To the Members of the  
BRITISH PUBLIC

THE DEMAND for the production of the most efficient and reliable of all the products of the British Public is the demand for the most efficient and reliable of all the products of the British Public. The demand for the most efficient and reliable of all the products of the British Public is the demand for the most efficient and reliable of all the products of the British Public.

THE WATFORD MFG. CO. LTD  
VICTORIA WORKS WATFORD ENGLAND

GOOD-LOOKING AND FULL OF MATTER

writing. If we sometimes suggest that a mistaken policy is being pursued we only do so on the basis of indications in the actual advertisements under notice, and not as being necessarily cognisant of the whole plan of the advertiser's operations.

Our object in criticising advertising matter is not so much to afford the advertisers represented by it the benefit of an informed outsider's opinion of their methods—though we have no lack of evidence that our observations are much appreciated by most of them—as to help advertisers in general to improve their material by pointing out mistakes to be avoided and virtues to be emulated.

If we are outspoken and free in our remarks it is because we are speaking

**NATIONAL SERVICE**

**Join the Industrial Army**

*A Summons to every Man (from 18 to 60) to Volunteer for WAR WORK.*

**You are asked to-day to enrol in Britain's INDUSTRIAL ARMY.**

This is a summons to the greatest enterprise that has ever been undertaken in our history. It is a summons to every man of fighting age to join the ranks of the Industrial Army. It is a summons to every man of fighting age to join the ranks of the Industrial Army.

**What you must do now to hasten Victory.**

Go to the nearest National Service Office or Post Office for full particulars and fill in this form at once.

**ENROL TO-DAY**

**What you will be asked to do.**

You will be asked to do what you can do best. You will be asked to do what you can do best. You will be asked to do what you can do best.

**What you must do now to hasten Victory.**

Go to the nearest National Service Office or Post Office for full particulars and fill in this form at once.

**ENROL TO-DAY**

A SPIRITED APPEAL





# The Reckoning

Ability, of one kind or other, extols itself so loudly at times in the world of Advertising that the possible absence of the other asset—Integrity—is occasionally overlooked.

It profits a Reputable Firm little to have its manufactures capably presented if the financial transactions of the Advertising Agent acting on that Firm's behalf be not equally commendable. Let every Advertiser, jealous of his name, and critical of its usage, look well beyond the most plausible 'scheme' into the ethical standard adopted by those employed to work it. Let him remember that the methods adopted by his agent may affect, in no small measure, his own prestige.

The Sixty Firms employing the Mather & Crowther Agency represent all that is best in English Advertising—none are more jealous of their reputations or more critical of their associations—and to this chiefly we owe the fine business relationship existing between leading Commercial Houses and ourselves.

*We invite any advertiser for whom this may  
have interest and significance to write to us.*

**MATHER & CROWTHER LTD.**

**NEW BRIDGE STREET, LONDON**



**"This volume must compel the attention of every man in business, if, as a result of his venturing into the world's trading arena he wishes to avoid the bankruptcy court"**

—so says

**"The World's Work"**

in the course of a four-page review of

## **Mr. Higham's Book SCIENTIFIC DISTRIBUTION**

Here are some more extracts from the article :—

**"T**HE author attacks his big problem upon the broadest lines and from every point of view . . . . The best and most thoughtful essay on modern advertising yet published . . . . Mr. Higham takes a wide-angled look over the horizon of the future, and while many may maintain that he is an idealist, and is inclined to overlook the mercenary character of this age, it cannot be disputed that he pursues his argument along logical lines, capable of immense development to the advantage of the community as a whole. He is liberal with suggestions and ideas which are of incalculable value owing to their facility of application . . . . Strenuous times in the commercial world lie directly ahead. The struggle for supremacy will be long and bitter. For a manufacturer to attempt to garner any of the prizes awaiting enterprise and initiative without first apprising himself of the science of Making Known as it is understood to-day is to court failure. Before he ventures he should read this volume. It should increase his turnover and profits, and give a healthy look to the right side of his profit and loss account."

### **The Reviews of this Book are remarkable.**

Whole column review in "The Daily Express"; Half single column review in "The Morning Post"; Page and a half review in "The Nation"; and favourably commented on by the Leading Newspapers and Trade Papers of the Country.

**Have you read it yet? It is worth the price—12/6 net.**

Your Bookseller can supply you.

**NISBET & CO. LTD.**



BOOTHAM SCHOOL, YORK

### A Progressive Boys' School

ARTHUR BOWYER, B.A., the Headmaster of Bootham School, York, believes that "to repair the waste of war, it is our duty to train the schools of England to give to the Nation men more physically fit, better equipped, and better trained for service than their predecessors," and he regards the present time as "a supreme opportunity for an onward move in education, for better intellectual work, and true development of personality."

It is natural, therefore, to find that the foremost aim of these responsible for the curriculum at "Bootham" is to maintain a healthy moral atmosphere, in which strong characters may be produced. The School is organized for the development of matched physical exercises, leisure-hour pursuits, and school work all contributing to fit boys for successful careers in business and for service in National and Civic Affairs. These ideals are all dealt with in a very interesting manner in the illustrated Bootham Yearbook, a copy of which can be obtained on application to the Bazaar, Bootham School, York.

**NOTE**—Bootham School was founded in order to give a good religious and literary Education and careful moral training to the sons of Members of the Society of Friends, but the School gladly admits, at the discretion of the Headmaster, other boys who are likely to appreciate and profit by this type of education, whose parents are willing that they shall fall in with the ordinary regulations of the School.

### A MOVE IN THE RIGHT DIRECTION

which a few are reproduced on page 120. All the displays were well built, but the appearance of some of them was

**"THE HIDDEN HAND."**

Mechanic: The wheels aren't running parallel, are they? They're half an inch out of truth.

Dunlop: Misdiagnosis, you know, is, so to speak, "The Hidden Hand." Nothing causes so much mischief with tyres, and the average motorist can't locate the trouble till the mischief's done.

Users of Dunlop—or any other—tyres can have the alignment of their wheels tested free of charge at any of the Company's Depots.

**DUNLOP RUBBER CO., LTD.,**  
FOUNDERS OF THE PNEUMATIC TYRE INDUSTRY  
PARA RIVER, ASTON CROSS, BIRMINGHAM  
OF ALL MOTOR AGENTS

SOPHISTICATED SIMPLICITY

seriously marred by the ugly name-block used by these advertisers. There is a definite idea in every one of the advertisements and it is nearly always expressed in a lively and forcible manner, with a very clear and infectious suggestion of the vendors' confidence in the virtues of the article they offer for sale. The whole series stands at a high level of sound commercial advertising craftsmanship, and would have been still nearer the top if as displays the announcements had been made a trifle more distinctive and pleasing.

"Bright and early" in the year comes as usual a burst of advertising from Messrs. Ryder & Son. They are able, or rather they are compelled, to concentrate their main advertising efforts within a limited season, and are therefore able to make a demonstration all the more impressive while they are in action. We reproduce a selection of the displays they have lately been using, but have been unable to include some equally interesting examples; notably one dealing with "The Garden You Have in Your Eye," which is eccentrically but appropriately illustrated, and aptly adorned, in view of the times, with representations of "Honesty" and "Thrifty."

The style of illustration affected in these advertisements is clever and has a decided character of its own, but it is rather worrying to the eye and gives the announcements an unattractively grey appearance. The copy is

**"Family Portraits."**

There often comes a time when a family desires to possess a Portrait of more value than a simple Photograph, and perhaps all they have is one or two Photographs and a few "Snapshots."

It is from these Photographs, and the information that the family gives that Mr. Keturah Collings can make a very interesting and beautiful Portrait—life-like and full of character—in a small and companionable size as a Miniature on Ivory or Vellum—or a larger Portrait in English Water Colours suitable for the Table or the Wall.

Have you any Photographs which you value? Bring or post them to Mr. Keturah Collings and he will write you many suggestions.

"There is no thought of extravagance about a Portrait. In times such as these it is an essential part of our lives."

**Mr. Keturah Collings,**  
7, Lower Seymour Street,  
Portman Square,  
London, W.

### A "LIVE" PHOTOGRAPHER



*You can  
strike off  
~~1,000,000~~  
and even  
then the  
sales of*

# JOHN BULL

*are greater  
than those  
of any other  
British  
weekly  
journal!*

**£150**

*'per page  
and pro rata.*

EVERY  
ADVERTISEMENT  
GUARANTEED.

**£60**

*per solus column  
(or £6 per inch).*

*Philip Emanuel*

Advertisement Manager  
ODHAMS LIMITED  
85-94 LONG ACRE  
LONDON, W.C.

Telephone :  
Gerrard 9870  
(7 lines).

Telegrams :  
"Southernwood,  
Rand, London."

admirably stimulating and suggestive not only to professing garden-lovers but to all—and that means everybody—in whom the love of gardens is latent.

Comparatively little play is made by Messrs. Ryder of the desirability at the present time of using gardens more extensively for the growing of foodstuffs. This is rather surprising, for innumerable flower-beds should be given up in the coming months to the growth of edibles instead of ornamentals.

Educational advertising stands at a uniformly low level, and we are therefore the better pleased to see a school being advertised in a fairly distinctive manner. The advertisement of the Bootham School, reproduced, is certainly a vast improvement upon the majority of its kind. The artist who illustrated it, however, unwisely allowed his feeling for the picturesque to run away with him; with the result

factory, though somewhat lacking in life and emphasis. In its display an undue sacrifice has been made of the limited amount of space available. Very often a liberal use of white space is not only permissible but very much

A GOOD PICTURE BADLY FRAMED

to be commended; but it should not be indulged in when it compels the use of type other than the most easily readable.

Recent "Dunlop" advertising must certainly have resulted in the establishment of a much closer touch between the advertisers and tyre users than ever existed before. The proposition put forward has been humanised and made personal with remarkable success in view of the nature of the commodity advertised. The display reproduced is only one from a long series of well-devised advertisements in which both appearance and matter have received due consideration. The matter of this particular advertise-

UNMISTAKABLE "QUALITY"

ment is very different from that affected, as a rule, by tyre advertisers; but the point of it, though not obviously a selling point, may be relied upon to

Owing to the Government restrictions as to paper and the continued increase in costs of production, there will be a War surcharge of twenty-five per cent. on all advertisements inserted in

## LONDON OPINION

after the last issue in  
March.

*This War surcharge  
will be discontinued as  
soon as costs justify.*

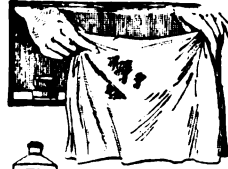
*John Hart.*

Advertisement Manager  
67 & 68 Chandos St.  
STRAND, W.C.



interest those concerned, and to make an impression on their minds strongly favourable to the advertisers.

There ought to be an enormous amount of business waiting for the photographer who advertises with vigour and imagination. He has a proposition to put forward that readily lends itself to picturesque and intimately human recommendation. It should not be at all difficult for him to induce a largely increased demand for the photographer's services; but he should always bear in mind that this will avail him little unless he can also very distinctly convey the idea that he is the photographer whose services should be requisitioned. The advertisement of Mr. Keturah Collings which appears among our illustrations this month only makes one point, among thousands that are at the



Clothes having a YELLOW TINGE, have their original colour completely restored by adding a thumbful to the rinsing water.

From Chemists, Stores, Grocers, etc. in 6d. and 1/- tins. If you cannot obtain, send 1/- for large trial tube to—

Edges, Bolton, Lancs.

## See that Iron-mould Stain?

One touch of Movol and it entirely disappears. Movol is a wonderful preparation that entirely banishes every sign of iron-mould.



Removes Iron-mould, Rust, Fruit and Ink Stains from Clothing, Marble, etc.

Contains no acids and does not harm the faintest fabric in any way.

### SOMEWHAT DISCONNECTED

advertising photographer's disposal. It is, however, a telling point, and to hit one nail on the head at one time is a sufficient achievement. In this advertisement Mr. Collings, who is an advertising pioneer among his kind, has a display that is rendered attractive by its

simplicity and freedom from any adventitious ornament or emphasised display. To conceive an illustration more arresting and pleasing is not beyond our imagination, but that used has its own decidedly good qualities. When advertising in the daily Press the photographer, like most other advertisers, does well to use "line" illustrations; but whenever possible he should illustrate his claims by an example of his performances.

The drawing that is the principal element of the announcement devoted to Player's "Country Life" tobacco and cigarettes is a thoroughly sound piece of work; but in composition and treatment is more suited for use on a show-card than in a Press announcement, where, in general, a greater appearance of spontaneity and freedom is

## The Super-Desk



**T**HERE is, permeating the British business world, a spirit of reorganisation which demands more rapid service, accurate systems and the use of proved time- and labour-saving devices. Owing to lack of trained staff "short cuts" or quicker and more reliable business methods must be immediately installed. To supply this service and the most up-to-date office methods, printing and organisation equipment, is the function of Kenrick & Jefferson, Ltd.

The Super-Desk illustrated is an example of K & J office equipment. It is conceived and built for the efficient business-man—in it there is a right place for everything and everything is in its place. It is planned to keep all urgent matters before you—in it all information can be classified ready for quick reference. It will assist you to methodically arrange your work and carry it out expeditiously. It is the Super-Desk for the organiser who supervises and regulates the work of others.

Fitted with modern K & J methods for systematising, storing and filing records. With three large drawers carrying quarto and foolscap vertical files, and complete range of card index trays. Extra drawer for stationery and large centre drawer for plans. Liberal working space is provided. Supplemented by extension side table for carrying correspondence trays or use of stenographer.

Write for detailed specifications and prices to any of our showrooms, where other models and full range of equipment and efficiency systems may be inspected.



LONDON: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. LONDON: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

BUSINESSLIKE EFFICIENCY



## Make your Voice Carry

### "Fashions for All"

4d. Monthly

appeals to women of all ages and finds nearly all its readers in the good suburban class of society. They are the women spenders of the country.

*Rate £30 per page.*

### "Home Fashions"

2d. Monthly

The bulk of its readers are drawn from the ranks of the women who dress themselves from their earnings—business women who follow fashion without extravagance.

*Rate £30 per page.*

### "Mother and Home"

1d. Weekly

A weekly paper followed by the young mothers of suburbia whose chief aim in life is to rear their children sanely, healthily and economically.

*Rate £25 per page.*

### Combined Discount

for simultaneous  
appearances in all three

**10 %**

Advertisement Manager :  
**W. B. ROBERTSON,**  
The Fleetway House,  
LONDON, E.C.



desirable. In any case, this illustration is not allowed to show to advantage owing to the unpleasant manner of its framing. The effect of this resembles the result that would be attained by framing a wall picture in odd bits of wood from a packing case. The whole advertisement as it stands is very far from being a bad specimen of "general publicity" in its class, but it might easily have been better: more particularly by preventing the "killing" of the rest of the display by the top and bottom lines.

Unmistakably a "quality" advertisement is that of "Turf" cigarettes. Its general arrangement and each of its several details contribute alike to the creation of this impression. The attractive and distinguished style in which such a commonplace object as a packet of cigarettes is presented may be especially noted. The figure subjects of the side panels are in their own way equally interesting and well drawn, and the lettering and type used are made to live in harmony with their pictorial surroundings. The text matter is of the briefest, but in it there is a strong suggestion that the cigarettes advertised possess qualities as individual as they are excellent.

In all the recent advertising of "Turf" cigarettes the associations of the name have been ignored. Probably it is judged that they cannot be employed usefully in the present abnormal state of affairs. Doubtless we shall see the sporting idea of the name fully used later on. It would hardly have been chosen except for its very clear suggestiveness.

One of the very best of its kind is the display calling attention to the "Super-Desk" and what it offers to the business man. As it should be, the

advertisement is severely devoid of "frills" of any kind: but its appearance has not been by any means neglected. The announcement in its unpretentious neatness looks as well-groomed as the business man ought to look. It is to be remarked that the

A RECORD PRICE!—BUT IT'S ALL-BRITISH NOW



WELL SUITED TO AN ILLUSTRATED WEEKLY

wide margins and the compact neatness of the type matter are strongly suggestive of a desk kept in good order, and which has plenty of room, and to spare. As a minor matter of criticism we may suggest that to secure a true optical balance the illustration should have been placed a trifle more towards the left. The text matter consists of straightforward selling talk, suitable both to its subject and to the constituency addressed.

In the advertisement of "Movol"

# A Big Advertising Scheme and a Novel Competition

with 1,000 valuable prizes,  
including a handsome

**50-GUINEA  
FUR COAT,**  
in connection with

**Everywoman's**

"THE WOMAN'S PAPER THAT IS DIFFERENT,"

will attract new readers by  
tens of thousands and  
make this enterprising  
home weekly a particu-  
larly attractive proposition  
for all advertisers of

Dress Goods	Toilet Articles
Foods and Drinks	Household Utensils
Children's Wear	Baby Foods
Household Soaps, etc.	Medical Preparations
Sweetmeats	Furniture
Dyeing and Cleaning, etc., etc.	

ADVT. RATE

**£ 16**

PER PAGE AND PRO RATA  
(less 25% War Discount).

*Philip Emanuel*  
Advertisement Manager  
**ODHAMS LTD.**  
85-94 Long Acre,  
London, W.C.



## To **George Stephenson**

who, despite the objections raised  
in the parliament of his day by the  
champions of the "coo," success-  
fully ran his "Puffing Billy" and  
thus laid the foundation of the  
gigantic railway systems of to-day,

## THE **PASSING SHOW**

*gives thanks.*

Railway transport facilities are in-  
separably linked with the success  
of any article needing wide distri-  
bution—whether popular periodical  
or advertised product.

*Despite war difficulties and  
obstacles, "The Passing Show"  
has travelled at high speed along  
the road to success. Its advt.  
rate is £30 per page (and pro  
rata), based on net paid sales of  
150,000, but as the circulation  
is now always considerably in  
excess of this, advertisers secure  
a splendid bonus.*

*Philip Emanuel*  
Advertisement Manager  
**ODHAMS LIMITED**  
85-94, LONG ACRE  
LONDON, W.C.

*Be a successful Artist*  
*I can teach you at your own home!*  
*Hassall*

IN a few months you may be earning a solid income in your spare time if you ask John Hassall to teach you in your own home. So vivid are these postal lessons, so helpful the personal criticisms, that it is just as if he himself were at your elbow, encouraging you, helping you, and showing you how to turn your talent to pleasure and profit.

"The only drawing lessons I ever had were at John Hassall's School."  
Captain Bruce (Illustrator)  
The "Punch" Magazine (June 1916)

Think of the happy hours you will spend feeling your power grow. Think of the delight at the first cheque from Art Editors and Advertisers. Think of the pleasure of seeing your own pictures in the illustrated papers, and your own posters on the boardings.

Start now. Bring John Hassall into your own home. Send him a sketch for his personal criticism. There is no charge, and it may well prove the first step to fame and fortune.

**POST THIS COUPON TO-DAY**

To: JOHN HASSALL, The John Hassall Correspondence Art School Ltd., 10, Abchurch Lane, London, E.C. 4.

Please send me, free of all cost, full particulars of how to become a successful artist and how to make money out of it, and a copy of your latest work. I will send you my name.

Name \_\_\_\_\_

Address \_\_\_\_\_

## ALLURING

a proposition eminently attractive to the housewife is made without waste of words, with a forcible definition and direction. As a display the arrangement suffers from one chief disability. It is too much cut up into bits having no obvious relation to each other; and looks like at least two separate announcements instead of one. Its other

**1655**

**The Original Haig Whisky**



**The Oldest Distillers in the World.**

**JOHN HAIG & Co. Ltd.**  
**Markinch, Fife.**

Officers & Warehouses  
LONDON, 19, St. Dunston & H.B.E.C.  
MANCHESTER, 16, Oxford Rd.  
GLASGOW, 63 and 65, Pitt St.



NOT "HAIG &amp; HAIG"

merits, however, are sufficient to make up for this shortcoming, and we do not doubt that the advertisers will obtain results to their liking.

Advertisers who occupy space in publications chiefly appealing to the public on account of their pictures plainly take the line of least resistance when they give their own announcements a predominantly pictorial character. For this reason we think that the advertisers of Sanatogen adopted the best method in treating the excellent material which inspired the advertisement reproduced on page 130. The illustration, as the matter beneath it declares, is of an

**VIROL**



**"Firm, Sturdy and Strong."**

VIROL, LTD., 140-142, Old Street, E.C. 1.

## FIRST-CLASS PHOTOGRAPHIC ILLUSTRATION

actual occurrence, and therefore it was completely in place in a weekly almost entirely given up to pictorial actualities of a topical nature. It was also of the same generic character as the editorial news drawings in the weeklies and so the more likely to appeal to their particular circle of supporters.

The advertisement of the John Hassall Correspondence Art School Ltd. makes a suggestion sure to appeal powerfully to a large number of people; and its endorsement by "the poster king" of course adds enormously to its

## FORTY YEARS YOUNG

"Truth" celebrates a notable birthday anniversary.

**TRUTH** MADE its first appearance forty years ago as a very wise and sophisticated youngster; it now enters upon "the forties" as the most vivacious and youthful of middle-aged newspapers.

Forty years is quite long enough for the most revolutionizing changes to come over the spirit of journalism; and the end of the forty immediately past finds, indeed, very little in the newspaper world standing where it stood in their beginning.

The proverbial exception that proves the rule is, however, to be found in *Truth*. In all essentials it is to-day what it was on its first birthday. The policy of which it is the expression has been pursued with unbroken continuity from the days when "Labby" laid it down, and it is in the main executed on the lines then adopted. Only in the mechanics of production has *Truth* been affected by the passing years.

Yet the paper is as modern, as strictly up-to-date as any one of its lately-born contemporaries. It reflects dominant ideas, as well as the current manners of 1917, as faithfully as it reflected those of 1877.

As long as it preserves this faculty of dealing veraciously with creeds and policies, men and manners, *Truth*, though it may grow old, will never grow elderly.

In the uncompromising, and to some folk disconcerting, veracity of *Truth* lies the whole of its unfailing youth and ever growing strength. There are very few periodicals that do not make some concessions to interests which are not those of the great public, or compound the activities of influences detrimental to the general good. It is very difficult for most of them to do otherwise, and there is no need for anyone to throw stones at them on that account, for their code of morality is for the most part at least as stringent as that of all but a very few of their readers.

*Truth* came into being under exceptionally happy auspices, and has ever since been governed by a particularly high tradition. It stands for

the public interest, and for nothing else.

In the public interest it has exposed the malpractices of official bodies, collective and individual, without regard to the sanctity of the dove-cotes that might be fluttered thereby. In the public interest it has aired the just grievances of those too humbly circumstanced to command a hearing without its aid. In the public interest it has attacked with unrelenting ferocity a host of the quacks and swindlers that are to be found preying upon the simple-minded in every department of social affairs.

It has thus made for itself a position far beyond that common to most successful newspapers. It has become a high-appreciated public institution, and admittedly performs a function that is vital to the health of the community.

Now it is obvious that a periodical which, whether by force of circumstances or its own interests, has come to occupy such an enviable place in the estimation of all sorts and conditions of readers must be able to offer advertisers very peculiar advantages.

The advertiser will always share in the reputation of the paper in which his announcements appear. The widest publicity may do more harm than good to the advertiser, if it is gained in association with anything not in itself entirely respectable, and contrariwise any publicity closely connected with what is known to be scrupulously honest and honourable has its value enormously enhanced.

An announcement in *Truth* secures to the advertiser extensive publicity among an exclusively well-to-do body of readers: it also provides him with a certificate of character of which the authority will not be questioned.

It is everywhere known that *Truth* will not provide space to advertisers of misleading or dubious propositions.

It refused to do so when it was less than one year old; and it still refuses to do so now that it is more than forty years young.

(ADV.)



carrying power. It will serve as a guarantee of good faith to many who might otherwise consider the implied promises of the advertisers a degree or so too exaggerated to be convincing. We should rather like to know if Mr. Hassall seriously considers that even an apt pupil can be turned into a competent artist in a "few months," or, alternatively, if he thinks that an incompetent artist stands much chance of securing "a solid income." If so, how he must regret his own more leisurely and laborious training.

The most interesting items in the announcement of Messrs. John Haig & Co., Ltd., which appears in these pages, are the date, presumably of establishment, the phrase "the original Haig Whisky," and the representation of the highly characteristic "dimple" bottle. All these would seem to point to a rather complicated situation somewhere in whisky-dom, when we bear in mind the recent advertising of Messrs. Haig & Haig, Ltd., who, however, do not claim to have been established earlier than 1679. Whatever the situation may be as between these two adver-

tisers it should be cleared up as soon as possible in the interests of both of them. They can neither have anything to gain in the end by confusing and irritating possible consumers.

A capital photograph is the outstanding feature of the "Virol" page display. It is a great improvement

*Rowland's Macassar Oil.*

The above quotation is a Splendid Testimony of the Wonderful results which ensue from the

**Constant use of  
ROWLAND'S  
MACASSAR OIL**

For the Hair.

Lord Byron preserved his fine head of hair by using this Elegant Toilet Requisite, and recommended it to all his acquaintances.

Use it for your own and your children's hair, as it preserves, nourishes, and enriches it more effectually than anything else. It is prepared in a golden colour for fair or grey hair, and is sold in 3/6, 7/- and 10/6 sizes, by Stores, Chemists, Hardwares, and Rowland's, 67, Hatton Garden, London.

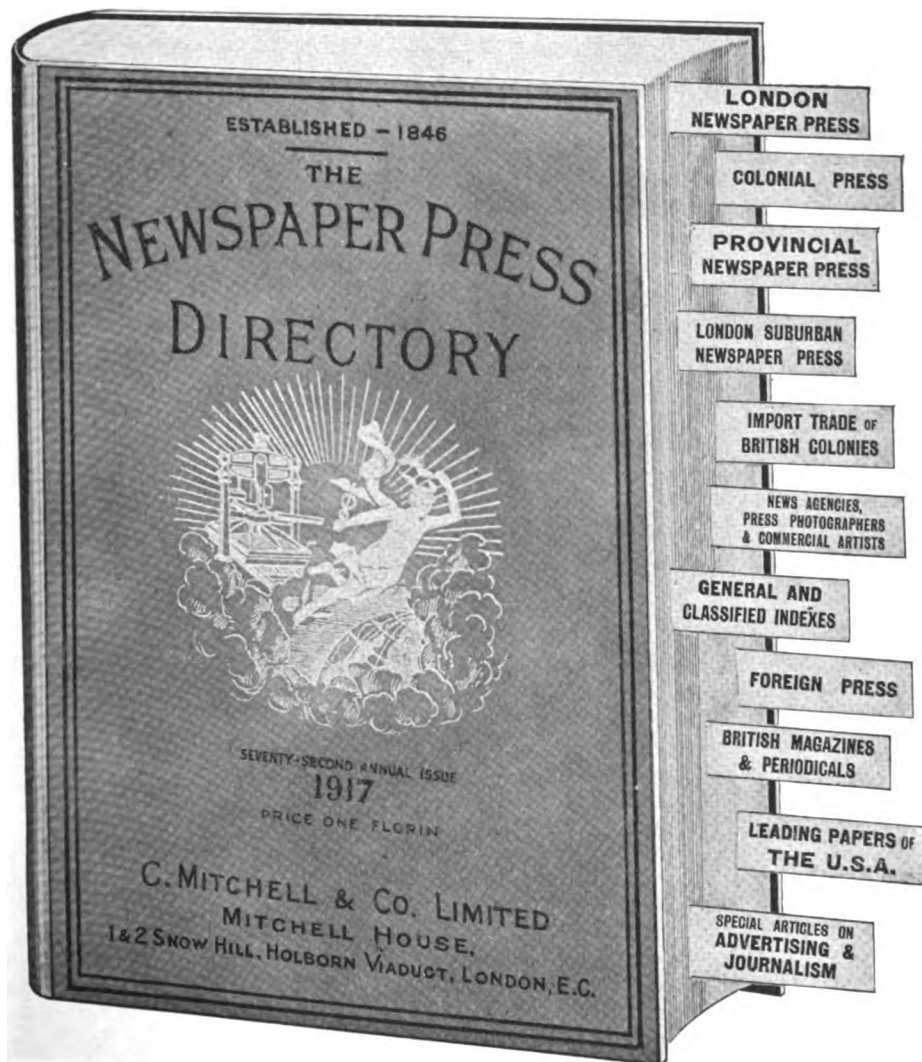
#### A MEMORY OF THE PAST

upon the common run of "bonny baby" photographs in being a subject picture and not merely a portrait. Why advertisers do not make more use of photographic subject pictures, as distinct from portraits of plump babies and grinning chorus girls is one of the many puzzles provided by general advertising practice. The camera can

<p><b>SIR JOHN BENNETT, LTD.</b></p> <p>Diamond, £15 Also from £5 to £100</p> <p>Diamonds, £15 Also from £10 to £50</p> <p><b>ENGAGEMENT RINGS A Speciality.</b> The finest stock of Rings in London, comprising all the newest and most choice designs at the lowest Manufacturers' prices for Cash.</p> <p>Diamonds, £20 In every style of setting, from £5</p> <p>Diamonds, £15 Various patterns £5 to £50</p> <p><i>Illustrated Catalogues of Watches, Clocks, and Jewellery sent post free.</i></p> <p><b>SIR JOHN BENNETT, Ltd.,</b> 55, Chancery Lane and 175, St. Paul's, London</p>	<p><b>DELICIOUS FRENCH COFFEE.</b></p> <p><b>RED WHITE &amp; BLUE</b></p> <p>For Breakfast &amp; after Dinner.</p> <p>In making, use <b>LESS QUANTITY</b>, it being so much stronger than <b>ORDINARY COFFEE.</b></p>	<p><b>THE RELIABLE FAMILY MEDICINE.</b></p> <p><b>DR. J. Collis Browne's CHLORODYNE</b></p> <p>The World-known Remedy for <b>COUGHS, COLDS, Asthma, Bronchitis, RHEUMATISM</b></p> <p>Acts like a charm in <b>DIARRHÆA and COLIC.</b> A true palliative in <b>NEURALGIA, TOOTHACHE, RHEUMATISM</b></p> <p>Of all Chemists, 1/3, 3/-, 5/-</p> <p>Always ask for a "DR. COLLIS BROWNE."</p>	<p>For cleaning Silver Electro-Plate &amp;c.</p> <p><b>Goddard's Plate Powder</b></p> <p>Sold every where 6/- 1/2 2/- &amp; 4/-</p>
<p><b>A Laxative and Refreshing Fruit Lozenge FOR</b></p> <p><b>CONSTIPATION</b></p> <p>Gastric and Intestinal Troubles</p> <p><b>TAMAR INDIEN GRILLON</b></p> <p>67, Southwark Bridge Road, London, S. E.</p> <p>Sold by all Chemists, 2/6 a box.</p>			<p><b>INSURE WITH THE OCEAN</b></p> <p>ACCIDENT &amp; GUARANTEE CORPORATION LIMITED</p> <p>ACCIDENTS, FIRE, BURGLARY, MOTOR CARS, EMPLOYERS' INSURANCE, FIDELITY GUARANTEES.</p> <p>£100,000,000 £3,000,000</p> <p>40, ORCATE STREET, LONDON.</p>



*Seventy-Second Annual Issue.*



Fully Revised and up-to-date.

## 1917 Edition

A wonderful two-shillings' worth.

*"The Standard Guide to the Press."*

**READY SHORTLY.**

(Over 650 pages, with Free Supplement, Newspaper Map in 5 Colours.)

Price **2/-** Net  
(By Post, 2/7) (Abroad, 3/4)

**The Newspaper Press Directory, Mitchell House, 1 & 2 Snow Hill, London, E.C.**

do more for an army of advertisers than most of them have ever dreamt of. It can give them portrait, picture and actuality in one; combining the artistry and imagination of the picture-maker with the convincing reality of a transcript from life. Advertisers seem to be content with the least that photography can do for them instead of demanding the best.

An apparition from the limbo where departed advertisements await whatever may be in store for them rose before us in a variety of media lately in the shape of an illustration of a "Rowland's Macassar Oil" display. Judging by fairly unmistakable evidences this illustration is about thirty years old; it belongs as much to the dead past as though it were three hundred. Advertisers with a long and honourable record do well to remind the public of it sometimes by reproducing some of their old-time advertisements. They

can point a useful moral and adorn an interesting tale by using such material with imagination and intelligence. They should, however, always let their readers know what they are doing. In the "Rowland's" advertisement no reason is given for the reappearance of an ancient illustration, and it may be taken to mean no more than that the advertisers are practising a rather niggardly form of war-time economy by rewearing their cast-off clothes.

An interesting little group of antiquities forms the concluding item of our exhibits this month. It is reproduced just as it appeared in a well-known weekly. They were bundled away into an odd corner by themselves as one may suppose in order that the smallest possible amount of space might be disfigured by them. It says worlds for the power of advertising that even such announcements as these probably bring some business to the advertisers.

## THE REGISTRATION OF BUSINESS NAMES

By ARTHUR BOCKETT

(Hon. Solicitor to Incorporated Society of Advertisement Consultants).

**INDIVIDUALS AND** firms, whether in commercial businesses or in professions, trading or practising under a name or style not their true name, must without delay become acquainted with the provisions of the Business Names Act, 1916, otherwise failing to comply with the requirements of the Act will involve serious, and in some cases far reaching, consequences. The Act, which was passed on December 22nd, 1916, does not come into effective operation until after February 22nd, but between that date and March 22nd existing businesses must be registered. Limited companies do not come within the provisions of the Act, but limited companies carrying on business in partnership with a firm must register the name under which the joint venture is carried on.

The object of the Act was stated in Parliament to be to enable persons dealing with a business carried on under

a style different from the real name or names of the individual or partner in a firm to identify the people with whom they are trading. The Act is aimed at foreigners, and particularly the Central Powers, but it will undoubtedly cause trouble, expense and annoyance to many real British firms, and it was stated in Parliament that 99 per cent. of the firms affected by the Act are British firms. The machinery of the Act is cumbersome, and some of its clauses are involved and difficult of interpretation and lawyers will look forward with interest to the decisions of the courts upon many questions which will be raised within the next few months.

With ingenuity it is quite possible to devise schemes in the circumstances which affect many businesses that will obviate the necessity of registering under the Act, but obviously the success of such devices depends upon the nature of the business.

# The "Daily Telegraph" in discussing Mr. Derrick's Book on Selling Costs and How to Reduce Them, says:

**P**RODUCTION and distribution—the making and selling of goods—are, in reality, only two sides of a single transaction. The process, which begins with the winning and assembly of the raw material, is only completed when the finished product is delivered to the consumer. Self-evident as this may appear, it is not uncommon to find the problems of the manufacturer, the wholesale merchant, and the retailer discussed as if their operations were wholly disconnected and could be considered without reference to each other.

Mr. Paul E. Derrick's book, "How to Reduce Selling Costs," should prove a valuable corrective to this habit of thinking in water-tight compartments. For while Mr. Derrick addresses himself first of all to the manufacturer, he is careful to keep constantly before his readers the whole chain of distributive machinery from the day on which an article passes out of the factory to the day on which it is sold over the counter. And he emphasises throughout the fact that the consumer—the ultimate sale unit—is the main factor to be considered at every stage. . . .

But the most valuable feature is the author's determination to see the problem as a whole, and to indicate its bearing on the prosperity

of each individual class concerned. He shows that the wide advertisement of trade-marked goods benefits the manufacturer, by giving him a larger market without proportionate increase in expenditure, and by stabilising demand so as to avoid alternate periods of famine and glut, thus reducing production costs to a minimum. It benefits both wholesaler and retailer by increased turnover and decreased selling expense, and by the creation of a steady demand along definite lines, which avoids the necessity of carrying unwieldy stocks. It benefits the consumer, because identification of goods compels the manufacturer to maintain a high level of quality, and discourages substitution and price fluctuations. It benefits the community as a whole by reducing sale costs, and consequently increasing the amount added to the national wealth.

All that Mr. Derrick has to say about actual advertising methods and results is well worth reading. Specially interesting is his linking-up of advertising to other methods of salesmanship and his plea for a concerted policy in which Press publicity, posters and display cards, canvassing, and the cultivation of trade connections shall all find their place and be properly related to each other.

Among other papers that have urged the importance of the book to manufacturers, merchants, traders, economists, and business-men of every kind are:

The Times	Daily Mail	Morning Post	Daily News	Advertising World	Advertisers' Weekly
Selling and Advertising	System	Pall Mall Gazette	Drapers' Record	Sketch	Queen
Illustrated London News	Scotsman	Birmingham Post	Newcastle Chronicle	Sheffield Telegraph	Western Press
Belfast Evening Telegraph	Dublin Independent	South Wales Daily News	Norwich Weekly News	Sheffield Independent	
Cardiff Western Mail	Bristol Times and Mirror				

"HOW TO REDUCE SELLING COSTS," by PAUL E. DERRICK, can be had from any Bookseller, or from GEORGE NEWNES, Ltd., Southampton St., W.C., 6/- net, 6/6 post free.

#### WHAT BUSINESSES MUST BE REGISTERED.

A business carried on in the United Kingdom by an individual or firm under a business name which is not the true name of the individual or the true surnames of all the partners, without any addition other than the true Christian name or names or initials of the Christian name or names of the individual or partners, must be registered. If two or more partners have the same surname the addition of an S at the end of the surname does not render registration necessary; for example, a firm trading as "Smiths." But no provision is made for the case of a father and son surnamed "Smith" carrying on business under the style of "Smith & Son" or "Smith & Co.," or of the individual Smith trading alone under any such style. Certainly "Son" and "Co." are not surnames, and are additions which are not Christian names or the initials of Christian names, and any such style must be registered. "Business" includes professions, so that the learned professions come within the Act, and "business name" is defined as the name or style under which any business is carried on, whether in partnership or otherwise.

A firm, individual or corporation carrying on business wholly or mainly as nominee of or trustee for another person or other persons or another corporation, or acting as general agent for any foreign firm must register under the Act.

The registrars are to be appointed by the Board of Trade, and will probably be the Registrars of Joint Stock Companies, and the offices are to be in London, Edinburgh, and Dublin.

#### PARTICULARS TO BE REGISTERED.

The form of registration is to be prepared by the Board of Trade, and the particulars required to be registered must be—(a) The business name; (b) the general nature of the business; (c) the principal place of the business; (d) in the case of a firm the present Christian name and surnames, any former Christian name or surname, the nationality, and if that nationality is not the nationality of origin, the nationality of origin, the usual resi-

dence and the other business occupation, if any, of each of the partners; (e) in the case of an individual similar particulars to (d); (f) if a corporation is registered its corporate name and registered or principal office; (g) if the business commenced after December 22nd, 1916, the date of the commencement of the business; (h) if the business is carried on under two or more business names each of them must be stated.

The form will require to be signed by the individual carrying on the business or, in the case of a firm, by all the partners, or if signed by one partner he must verify the particulars by statutory declaration.

#### TIME FOR REGISTRATION.

In the case of a business carried on before December 22nd, 1916, or commenced before February 22nd, 1917, the registration must be effected after the latter date and before March 22nd, 1917, but if on February 22nd, 1917, the conditions have ceased to be such as would require registration of the business name the Act does not apply, and registration is unnecessary.

Any change in the particulars registered must be notified within fourteen days after the change has been effected. For example, the change of the usual residence of the individual or any partners.

The penalties for default are severe, and the individual and every partner in the firm is liable to a fine not exceeding £5 for every day during which default continues, but the legal disability involved by such default is of far greater importance to a business as the rights under or arising out of any contracts made by the defaulter in relation to the business are suspended and not enforceable by him. Penalties can also be imposed for false statements furnished under the Act of fine or imprisonment or both.

The Board of Trade may require particulars to be furnished to them so that they may ascertain whether or not a business name should be registered. The Registrar will issue a certificate of registration, and the same must be exhibited in a conspicuous position at the principal place of the business.





## The Public Memory

is short—very short—and to-day you are not aiding it.

**Without assistance it is impossible for you to do so.**

Our "circle of service," exercised in your interests, will solve the problem.

May we explain how?—We would like to do so, as also to send you copy of the Booklet illustrated here, which is as unique as our service and the organization supporting it. A postcard will bring you details by return.

## V. SIVITER SMITH & Co.

SIVITER HOUSE,  
BIRMINGHAM.

10 LINCOLN'S INN FIELDS,  
LONDON, W.C.



Notice must be given to the Registrar when any business registered under the Act ceases to be carried on, and he will remove it from the register.

#### USE OF WORD "BRITISH."

Recent legislation has imposed restrictions upon the use of the word "Anzac," and it is not surprising that under the Registration of Business Names Act the word "British," or any other word calculated to lead to the belief that the business is under British control or ownership cannot form part of a business name unless the business is wholly or mainly owned or controlled by persons of British nationality. The Registrar can refuse to register or may remove a business name from the register, and there is a right of appeal to the Board of Trade, whose decision is final. Accordingly, if a business when registered is wholly or mainly owned or controlled by Britishers and subsequently it becomes wholly or mainly owned or controlled by foreigners, it can be prohibited from continuing to use the word "British" as part of its trade name.

#### TRUE NAMES ON CIRCULARS.

No doubt Section 18 of the Act will cause most interest to the advertising man, and particularly copywriters, form letter writers and designers. This section provides that after March 22nd, 1917, every individual and firm required to be registered under the Act shall in all trade catalogues, trade circulars, show cards and business letters on or in which the business name appears which are issued or sent to any person in any part of His Majesty's dominions have mentioned in legible characters the following :

(a) If an individual, his present Christian name or initials, his present surname, any former Christian name or surname, and his nationality if not British, and his nationality of origin if the same is not his present nationality.

(b) If a firm the same particulars in regard to each partner.

The penalty for noncompliance with this Section is £5 for each offence, but proceedings to enforce the same can only be commenced with the consent of the Board of Trade in England or

Ireland. In Scotland under the existing law the sanction of the Crown will be required. It will be observed that Section 18 does not apply to an individual or to a firm where all the partners are British and were originally of British nationality, but it would appear that if any partner is not of British origin then the nationality of all the partners except the one of British origin must be disclosed. Suppose there is a British partner of British origin, a Frenchman born in Alsace of French parents during the period of its annexation to Germany, and a naturalised British subject born in the United States, it would seem to be necessary to set out the names as follows : John Smith.

Emile François,  
German.  
Silas Simon,  
British.

Origin, United States America.

But if John Smith altered his surname and Emile François has changed his surname, and Silas Simon was formerly British and then became a naturalised American, the names would occur as follows : John Brown, formerly Smith.

Emile Argont, German, formerly  
François.  
Silas Simon,  
United States America,  
Origin, British.

Form letters clearly come within the terms "trade circulars" and "business letters."

Show cards were introduced by an amendment of the House of Lords after a lengthy discussion in the House of Commons on the subject, where an amendment to the like effect was rejected, and it was also ineffectually attempted to include advertisements in Section 18 of the Act. It should, however, be observed that the particulars are only to appear on trade catalogues, trade circulars, show cards and business letters on which the business name appears, so that a firm dealing with an article known by a branded name could omit the firm name from a show card, and only cause the show card to bear the branded name or such other particulars as may be thought requisite to sell the article, and there would be no contravention of the Act.

## On Advertising Textiles



**N**O sphere of merchandising offers greater scope for after-the-war advertising than does the Textile field.

*I shall be pleased to submit complete plans for advertising any of the following:—*

Blankets or Blouses  
Corsets or Curtains  
Dresses or Dusters  
Furs or Flounces  
Gloves or Garters  
Hats or Hose  
Jackets or Jumpers  
Knickers or 'Kerchiefs  
Linen or Lingerie  
Muslins or Men's-wear  
Ospreys or Overalls  
Petticoats or Pyjamas  
Rugs or Ruffles  
Shirts or Shawls  
Tulles or Towels  
Voiles or Velvets  
Wools or Waterproofs

I say this *deliberately*—with a full knowledge of the circumstances in which the Trade is now placed and after close investigation into the conditions that are likely to prevail at the close of hostilities.

Even now—in spite of all war's handicaps—I am conducting the advertising of several well-known "textile" articles with considerable success. But with the unique organisation I have built up for handling this class of business I could devote attention to *two*—possibly *three*—more *non-competitive* textile accounts. Accordingly I invite enquiries with a view to the *immediate* preparation of plans for present or after-the-war advertising.

**W.S.CRAWFORD LTD**

*Advertising Agents & Consultants*

**CRAVEN HOUSE, KINGSWAY, W.C.**

## FAR-SIGHTED ADVERTISING

**What the Advertisers of "Old Bleach" Linens are doing to maintain and increase the value of an old-established goodwill.**

THE GREAT successes of commerce are not made by the trader who is most clever in effecting day-to-day sales, but by the trader who directs all his operations to the creation of goodwill.

It is only to state this obvious truth in another way to say that the advertiser who would obtain the best value for his expenditure upon publicity must plan his campaigns with an eye as much upon future possibilities as upon present opportunities.

Advertisers have in the past been far too apt to take short-sighted views. They were firm believers in the proverb that "a bird in hand is worth two in the bush"—one of those devastating half-truths that are so often accepted as conduct-governing axioms. Anything that was not immediately before their eyes was utterly invisible to them. So long as by industry or ingenuity they could secure at once a sovereign or two they refused to waste time and energy on the problematical hundreds and thousands that might or might not lie hidden in the mists of the future waiting to reward more imaginative and courageous adventurers.

Upon many such "practical and commonsensible" folk as these—to give them the entirely false description they most loved to apply to themselves—the war has had an astonishing effect. It has blown the cobwebs from their minds, and opened their eyes to all sorts of things they never saw before.

They have learnt, or are learning—not without pain in some cases in all probability—not only that it pays the business man to take long views and to exercise his imagination, but that unless he does so he will inevitably be "put down and out" sooner or later in the struggle for existence.

Therefore the courageous policy now being pursued by the advertisers of "Old Bleach" linens will be regarded

with much more respect to-day than it would have received at any other period in the history of British advertising. The most "practical" men are beginning to perceive that imagination and foresight may be applied to the conduct of commercial business with very useful material effect.

The man behind the "Old Bleach" policy is Mr. W. H. Webb. He is a good specimen of what may fairly be differentiated as the twentieth-century type of business man. There have been a few examples of the genus in every age, but they were very decidedly exceptions to the general rule. Even now there are few of them, but those that there are embody the spirit which is every day becoming more dominant in commercial affairs.

Mr. Webb does not believe in conducting his business operations on the piratical or, at least, privateering lines that the old-style competitive trader looked upon as the only lines open to him. He is all the better pleased if, in extending his own business, he also brings grist to the mills of his neighbours. The conviction that what is good for an industry as a whole is, or should be, good for every individual engaged in it is at the base of his whole theory and practice in the domain of commerce.

He likes to see other manufacturers and merchants getting their share of the rewards of business enterprise; and, it may be added, he is more interested still in seeing the rank-and-file workpeople duly recognised when profits have to be distributed.

No more happy and contented body of workers is in existence than that enrolled under the "Old Bleach" ensign.

A business man who is thus loyal and generous to his co-workers is not likely to be less than scrupulously

## ADVERTISEMENTS ON TRAMS

The advertising arrangements of the following tramway companies are now handled by the London General Omnibus Company, Limited :—

LONDON UNITED TRAMWAYS  
METROPOLITAN ELECTRIC TRAMWAYS  
SOUTH METROPOLITAN ELECTRIC  
TRAMWAYS

For rates and particulars apply—

THE ADVERTISING MANAGER,  
LONDON GENERAL OMNIBUS CO., LTD.,  
ELECTRIC RAILWAY HOUSE,  
BROADWAY, WESTMINSTER,  
S.W.

[illegible]

By the six months' advertising campaign just launched by the "Old Bleach" Linen Company the Irish linen industry as a whole will profit.

The campaign is entirely directed to goodwill maintenance. No question of an immediate influence upon sales has been seriously considered in its plan, except in so far as the comparatively small quantity of such goods as are advertised that may be held in stock by producers and distributors may be concerned.

*In introducing  
This Series of XVIII Century Engravings desires to shew  
The Original Method of Irish Linen Manufacture still the  
GUIDING PRINCIPLE in the making of Linnen & Damask at BUNRASTOWN*

"I'm not a person who is afraid of my own shadow," he said. "I'm not a person who is afraid of my own shadow."

DATE OF THE REPRODUCTION: 1980. THIS IS ONE OF THE CLASSIC PRINTS OF THE IRISH LINES. 100%

FROM A SET OF SIX FULL-PAGE PRESS ADVERTISEMENTS



# "FOOD"

brings  
**BUSINESS**  
to its  
**Advertisers**



For all information regarding  
rates address :  
ADVERTISEMENT DEPARTMENT,  
"FOOD,"  
154 Fleet Street, London, E.C.

**B**ELOW we print a few of the numerous expressions of satisfaction from Advertisers in this paper, and we feel sure that your experience would be the same if you place your announcement in "FOOD."

Advertising as a rule is speculative, but it is not a speculation when you make "FOOD" the medium for introducing your goods to buyers.

**From the Good Rich Products Co., Ltd., Grimsby :**

1. Jan. 27th, 1917. "We have pleasure in informing you that the response to our advertisement in "Food" was *satisfactory*. We received many enquiries."

2. Feb. 5th, 1917. "We are still receiving replies to our *first* advertisement, and orders are now accruing from our follow-ups."

**Keeping & Sons, Leicester :**

"Please repeat our advertisement. We are more than satisfied with results."

**The Daniel de Pass Trust write :**

"Re 'FOOD.'"

"We have been simply inundated with replies to our advertisement of Agents for our Fertilizers. Please withdraw the advertisement immediately."

**Mr. A. W. Upchurch, Hitchin, writes :**

"I have had to return a lot of postal orders and money sent me as the result of my advertisement in 'FOOD,' as I have sold all my goods."

**And many more. Originals can be seen at our Offices :**

**154 FLEET STREET, LONDON, E.C.**

## REMEMBER

## Advertisements

## in "Food" bring

## RESULTS

The British Government has commandeered all the flax that is either grown in this country or imported; it has also taken for its own purposes other essential materials of linen manufacture, and the industry has, of course, lost in addition a very great number of its skilled workpeople.

In face of such a situation manufacturers and merchants unaccustomed to take long views would naturally consider it folly to advertise. They would wait for better times, and fail to see that when those better times came it would be necessary to start once more building from the foundations a goodwill that had crumbled for lack of attention during the dark days.

The situation did not incline Mr. Webb to a "wait-and-see" attitude, but to one of vigorous aggression. His conclusion was that a goodwill in danger called for more and not less protection

than one subjected to no more than normal stresses and strains. So he planned a rather more lively and extensive advertising campaign than "Old Bleach" linen had ever been represented by before.

The commodity to be advertised is one appealing exclusively to the more well-to-do sections of the community. Only periodicals possessing an exclusively "high-class" circulation—the term is convenient though it may offend the sensitive—were therefore selected to carry the advertisements aimed at actual or potential consumers.

The list of media as finally completed includes *Country Life*, *The Queen*, *The Ladies' Pictorial*, *The Bystander*, *The Tatler*, *The Ladies' Field*, *The Sketch*, *Land and Water*, and *Vogue*. Most of the illustrated weeklies, it may be remarked, have greatly increased their circulations during war time, and they receive a much closer attention from readers than during the comparatively uneventful days of peace, so that the list of periodicals given secures a much greater amount of useful publicity to-day than it would have done prior to the outbreak of hostilities. This consideration weighed not a little in determining the media to be used in the "Old Bleach" campaign.

In every case full-page spaces were taken, and the dates of insertion were so arranged that every week for six months two or more of these influential weeklies would carry the "Old Bleach" announcements. *Vogue*, it may be mentioned, has the advertisements printed in colours; in the other periodicals this was unfortunately impracticable.

Two specimen page displays from the series of six will be found illustrated on page 144. They consist, as may be seen, of reproductions of exceedingly interesting old prints showing various



COVER OF THE PORTFOLIO

A special feature  
of the  
**CAMBRIDGE MAGAZINE**

(the Largest University paper in Great Britain) is the series of Translations which it publishes every week from the leading papers in enemy, neutral and allied countries, constituting

A comprehensive survey of  
Foreign Opinion

which can be obtained in no other English periodical.

*The following are some recent expressions of opinion on the work of the Magazine:—*

**Mr. THOMAS HARDY** :—"I read the MAGAZINE every week, and turn first to the extracts from foreign newspapers, which transport one to the Continent and enable one to see England bare and unadorned—her chances in the struggle freed from distortion by the glamour of patriotism. I also admit a liking for the lighter paragraphs."

**Mr. WILLIAM ARCHER** :—"I think your excellent Periodical is doing a very real service in its weekly summary of the Foreign Press, which ought to be widely known."

**Mr. EDEN PHILLPOTTS** :—"Permit me to congratulate you. You are doing important work and helping to create a just perspective to the National mind. There is nothing more valuable than a study of comparative politics at this moment."

**Prof. Sir A. T. QUILLER-BOUCH** :—"To carry through any contest intelligently—but especially a contest in which you have to win by endurance—it is good to know what your opponent is thinking and even better to know how he is feeling. That is why I value your weekly extracts from the Foreign Press, supplementing (as you are careful to say) what may be found in other English papers; of course they don't yet tell me just what I'd like to hear; but they help one to face things, and are useful."

**Mr. JEROME K. JEROME** writes to the Editor this week from France:—"The CAMBRIDGE MAGAZINE is the only paper that for the last two years I have read with any interest. It is the only paper that any man who cares to think for himself can read with any satisfaction at the present time. It is the only paper from which one obtains the unadorned truth and undistorted fact. There are only two methods that occur to me of teaching the people the actual position of affairs. One is to compel every adult civilian in Europe to spend three or four months in the fighting line; the other is to compel them to read the CAMBRIDGE MAGAZINE. There would be more clear thinking and less shouting."

In addition to this special feature, the Magazine retains all those characteristics which have given it a unique position in University Journalism during the past five years.

Apply for space to—

The Manager,

**CAMBRIDGE MAGAZINE,**

47 Fleet Street, London, E.C.



A FEW PAGES FROM "THE OLD BLEACH BOOK"

processes in the manufacture of linen, with a quiet decorative border and antique lettering, and some text emphasising the qualities of "Old Bleach" upon which the advertisers peculiarly pride themselves.

There is not a trace of "swank" or clamour in either the matter or the manner of these announcements. They are the advertisements of a business house fully mindful of the respect due alike to the newspaper reader and to itself.

The displays have plainly been designed with the intention that they should suggest an "atmosphere" of refinement, distinction and daintiness, as well as the old establishment of a commercial business proud of its record and reputation. This intention, as it seems to us, has been very happily fulfilled. The impression left by a mere glance at one of these announcements—and they have so individual a character that they could not fail

to make an impression—must infallibly surround the name of "Old Bleach" with just such an atmosphere as we have indicated in the minds of those who happen upon it.

The operation of the powerful laws governing the association of ideas is here made as intelligently, as legitimately to subserve the purposes of the advertiser.

Unembroidered and well-written text will deepen the first favourable impression in the cases of those who proceed from a first glance at the advertisements to a closer examination. It is commendably free from embroidery, and in each case is kept within such limits as not to put a strain upon the wandering attention of the most casual reader.

Before these advertisements made their appearance in the Press the "trade" was not only advised that they would be forthcoming, but was informed precisely in what papers and

# The Story of the War

is told best of all in

## THE SPHERE

which by its interesting diagrams  
and brilliant pictures has

**no rival  
among War Papers**

Consequently it is the

**FAVOURITE WAR PAPER**

with the intelligent and better class  
public,

and therefore it is

**unrivalled as an  
Advertising Medium**

Advertisers should write for further  
information and Rates to the Manager  
(Advertisement Department), 6 Great  
New Street, E.C.



on what dates they would appear. Since an ounce of exact information is more impressive than a ton of generalities, the advertisers undoubtedly showed wisdom in thus taking the retail trade into their confidence. The advertiser who has nothing to conceal either from "the trade" or the consumer certainly has an enormous initial advantage over those less happily circumstanced.

A complete set of the advertisement displays, printed in colours, was also sent to retailers in a neat portfolio, with a catalogue-booklet containing a most readable history of Irish linen in general and "Old Bleach" in particular. Applications for this "Old Bleach Book," a few pages of which are reproduced on page 148, were also invited from the general public in the Press advertisements.

An additional item in the campaign was an offer to retailers of stereos of specially prepared Press advertisements for use in local newspapers. These displays, of which one is reproduced on this page, were all most attractive and happily suited to the goods advertised.

So that the possibilities of the whole advertising scheme might be utilised to the full, Mr. C. F. Higham, who was entrusted with its execution, was invited to address the members of the "Old Bleach" selling organisation. He was able to make a number of suggestions that were very highly appreciated and to ensure that close co-ordination of "selling" effort that is a necessary pre-

liminary to the success of commercial publicity.

The campaign has, as our readers will not need to be told, involved the expenditure of several thousand pounds, and to launch it at such a time as this most assuredly required courage beyond the average.

None the less, we, at all events, have not the slightest doubt that the money spent upon it will prove to have been well invested, and that the "Old Bleach" Linen Co., Ltd., will reap the due reward of their far-sighted enterprise and understanding advertising methods.



**I**F you are one of those thousands of fortunate women who know the charm and beauty of "Old Bleach," well and good. If not you will doubtless be glad to know the name of the finest linens that can be made. Sun-bleached, they retain their spotless purity for generations. Note particularly the silk-like finish, the softness, the whiteness and the quality. May we show you the latest designs?

**JOHN BLANK**

44 High Street, Guildford.

---

FOR THE RETAILER TO USE  
:: IN LOCAL NEWSPAPERS ::

---

*I cannot let this opportunity slip by without adding my little quota of praise to THE ADVERTISING WORLD. Truly to a country advertising man such as myself THE ADVERTISING WORLD is a guide, philosopher and friend. It is certainly the most welcome piece of literature that enters my home.*—MR. GEORGE F. TINSLEY, Bolsover.

*During the last week we have had two communications, one from England and one from New Zealand, both of which were directly attributable to our four-page advertisement in your South African Number of December, 1918. This, we think, shows that THE ADVERTISING WORLD is filed for reference, and makes its influence felt throughout the English-speaking world. We have previously informed you of the results which we obtained from the United States.*—THE S.A. ADVERTISING CONTRACTORS, LTD., (signed) Cecil J. Sibbett, Managing Director, Cape Town.

# The Observer

(Founded 1791)

## **The Oldest and Leading Sunday Journal**

¶ Prevailing conditions compelled "The Observer" to raise advertising rates as from January 1st, an increase, however, not commensurate with the rise in the cost of production.

¶ Apart from this the new rate is justified on the basis of circulation.

¶ "The Observer," with a sale of a quarter million copies weekly, is recognized as the cheapest advertising proposition at the present time by advertisers of high-class goods.



Telephone  
City 4591.

22 TUDOR STREET  
LONDON, E.C.

## HOW IT WAS DONE



**Being the account given by a contributor to *The Saturday Evening Post*, of Philadelphia, U.S.A., of the war-time activities of Sir Hedley Le Bas, "The London Publisher who taught Lord Kitchener the Power of Advertising."**

PRIOR TO the outbreak of the present war, Sir Hedley had been consulted by the then Minister of War as to the advisability of getting recruits.

"Why don't you advertise?" he asked.

"It's never been done before," replied the Minister.

"Then it's high time to begin," said the hard-headed Jerseyman.

His plan scarcely had time to be considered when the Great War broke. Sir Hedley was made a member of the Parliamentary Recruiting Committee and, with Kitchener, helped to face England's huge problem of raising a volunteer army. How was it to be done?

Hardly had the new war chief warmed the chair in his office down in Whitehall before Le Bas came to him with this suggestion: "The quickest way to raise the new army is to advertise for men."

Kitchener's huge bulk straightened; he looked surprised; the idea seemed unsoldierly—almost unpatriotic. But he knew Le Bas. After a moment's hesitance he said:

"All right! Go ahead!"

It was Le Bas who created the phrase, *Your King and Country Need You!*—which went echoing throughout the kingdom and drew more men to the colours perhaps than any other plea of the war.

When the Parliamentary Recruiting Committee became the Parliamentary War-Savings Committee, Le Bas went with it. Its first job was to sell the great war loan. The Treasury officials wanted it done in the usual dignified British way.

At the first meeting of the committee Le Bas objected to this procedure. Early the next morning he went round

to the house of Reginald McKenna, Chancellor of the Exchequer.

"The Chancellor is in his bath," said the footman who opened the door.

"Then I'll wait until he can get a robe on," said Le Bas.

Fifteen minutes later the man who holds the British purse strings sat, clad in a dressing gown, and listened to the suggestion that revolutionised official British methods of financial salesmanship.

"If we want to sell the war loan, Mister Chancellor," said Sir Hedley, "we shall have to advertise in a big way. It's a business proposition and we must adopt business methods."

"It sounds interesting," said the Chancellor. "Come to my office at ten and we will talk it over."

It was then eight-thirty o'clock. By the time he met the Chancellor at the Treasury he had dictated the whole outline of the advertising campaign. The scheme was adopted. The Government spent fifty thousand pounds in advertising the loan; but it sold every penny of it.

This, then, was the type of man who had sat in the six meetings of the Committee on War Loans for the Small Investor and listened to many conventional suggestions. He instinctively knew that the five-pound exchequer bond was not a sufficient bait to hook the small savings of the great mass of the people.

"We've got to make some kind of attractive offer," said Sir Hedley to himself; "in fact, we must give the investor something for nothing to make him lend his money to the country. A pound note looks big to the average Englishman. Why not give him a pound for every fifteen shillings and sixpence that he will lay aside for the

use of the nation? In other words, why not make patriotism profitable?"

When he laid his plan before the committee, it was unanimously approved. The maxim of "Fifteen-and-Six for a Pound" was now unfurled to the breezes, and the super-campaign to corral the British penny was on, under the auspices of the National War-Savings Committee, which now superseded all other organizations as the head and front of the national thrift idea.

Though he had a strong selling appeal in the fact that he was giving the small British investor something for nothing, Sir Hedley realized that his first bid for savings must have the real punch of war in it.

What was it to be?

He thought a moment and then dashed over to the War Office, where Lloyd George had just succeeded the lamented Kitchener.

"What could a man buy for fifteen-and-six?" he asked the many-sided little Welshman, who was progressively

filling every important job in the empire.

"He could buy six trench bombs," was the reply.

"What else?" queried the publisher.

"He could get one hundred and twenty-four cartridges, or——"

"That's enough!" exclaimed Le Bas.

"I've got it!"

Lloyd George looked a little startled, whereupon his visitor remarked:

"You have given me just the thing I wanted. Wait until to-morrow and you shall find out what it is."

The very next day Lloyd George and a great part of the whole British nation knew exactly what Sir Hedley got out of his interview with the War Minister, because the first advertisement announcing the new type of war loan read like this:

ONE HUNDRED AND TWENTY-FOUR  
CARTRIDGES FOR FIFTEEN-AND-SIX;  
AND YOUR MONEY BACK,  
WITH COMPOUND INTEREST,  
etc., etc.

---

## The "plot to poison the Premier" pictures and story were a "scoop" of the premier picture paper—the **DAILY SKETCH**.

- first with the news
- first with the pictures
- first with results for advertisers.

*Guaranteed Daily Nett Sale over 1,000,000 Copies.*

*Rate £250 per page*

# CORRESPONDENCE



## The Cost of Process Blocks.

Editor, THE ADVERTISING WORLD.

DEAR SIR,—The Council of the Federation has given careful consideration to the various points raised by the members of the deputation introduced by you on Monday the 5th instant, and desires to record its appreciation of the friendly spirit in which you approached them.

The three chief points you raised were :—

(1) That in your view our system of charges was too complicated to be easily grasped by people other than blockmakers.

(2) That our method of charging for groups of subjects was very excessive in relation to extra cost entailed in working two or more subjects together.

(3) That the discount of 10 per cent. allowed to large trade buyers was inadequate.

With regard to point No. 1. When it is considered what a multitude of variations there are in all kinds of process blocks each involving labour differing in time, quality or skill, the Council is of opinion that the present price list could not be drastically altered or simplified. This list has not been compiled haphazard, but is the outcome of months of patient work on the part of a sub-committee of practical experts. Modifications will of course be made from time to time as

experience shows them to be necessary. A careful examination will, it is thought, show that the schedule is not nearly so involved as it appears at first sight.

With reference to point No. 2. While it cannot admit that the system under which groups of two or more subjects worked together are charged is out of proportion to costs, the Council agrees that there are instances where it may operate unfairly and the matter will be dealt with at the next trade meeting.

Your third point deals with discounts to large trade buyers. This question was thoroughly thrashed out and it was the opinion of the trade that 10 per cent. was the utmost the present selling price would allow. The Council is willing to test the feeling of the trade on this question at the next general meeting. They do not, however, hold out any hope that the discount which you consider reasonable would be granted as it would leave no margin of profit, and even entail loss in some instances. We would draw your attention to the extra discount on accounts over £1,000 per annum.

I am, Yours faithfully,  
G. B. MANLEY,  
Secretary.

Clarence House, 24 Martin's Lane,  
Cannon Street, E.C.

February 18th, 1917.

## "Bobby!"

A contributor writes :

"I have just heard the sad news of Hollier's death from wounds—Bernard Charles Hollier, of the Royal Naval Division—and till a few months ago of *The Daily News* and *Star* outside staff.

"To his circle of Fleet Street men he was just 'Our Bobby.' He was a lovable, laughing fellow—good-looking, and of a breezy, sparkling personality.

"It is indeed difficult to realise that the man who to such a large 'set' typified bounding, sparkling youth, whose very voice held the timbre of life and virility, who could so

magically raise the drooping spirits by his presence alone, has passed away in the heyday of his life.

"He was only 27, and he leaves a girl-wife and baby. He seemed just a boy bubbling with spirits.

"'Bobby' sought no place of safety in the 'soft job'—no stars on his sleeve nor passing 'glory.' He made no appeal. He simply went, scorning advantage over his fellows—a soldier and a man. Just the Bobby Hollier as we knew him, the 'Bobby' to whom excitement and risk were as another's daily bread.

"But 'Bobby' lives among us still. It could not be otherwise—since he was just 'Our Bobby.'"





# If YOU Haven't Seen a Copy of This Publication—

**You have not seen the most remarkable "trade" journal in the world.**

**"TRADE"** journal we say, because publications dealing with a given line of commerce are called "trade" journals. But "The Dry Goods Economist" is no more like the ordinary "trade" journal than a six-cylinder Car de Luxe is like a stage coach just because they both run on four wheels and carry passengers.

"The Dry Goods Economist" has been aptly called "The Classic amongst 'Trade' Journals."

Its generous pages—10½ ins. x 14½ ins.—are printed as beautifully as if "The Dry Goods Economist" were primarily designed to be an art journal.

But what is printed on these beautiful pages is the point. You will find "The Dry Goods Economist" the weekly encyclopaedia, record, review and forecast of everything connected with the textile trade. Special departments, special supplements, and gorgeous special numbers are the rule. "The Dry Goods Economist" is the unchallenged *va-tue-mecum* of the manufacturer, the wholesaler, the factor, the retailer—of the principal, the manager, the sales manager, the advertisement manager, the buyer.

To subscribe to "The Dry Goods Economist" is to secure for oneself the most practical aid in the modern world of merchandise.

To advertise in "The Dry Goods Economist" is to reach men with whom this unique journal is their weekly business gospel.

Particularly will you reach the men who make the American market—the richest of all fields, and the one to which British manufacturers are turning their attention in order to meet the after-the-war conditions.

The London office of "The Dry Goods Economist" will be glad to advise you as to the opportunities open for any line of merchandise.

Once you have seen a copy of "The Dry Goods Economist" you will realise what it means to you.

Send one shilling, and a specimen copy will be sent you, post-paid. The subscription price is two guineas per annum, entitling you to all the special supplements and world-trade and world-fashion numbers.

**C** Many advertising men subscribe just for the inspiration "The Dry Goods Economist" brings them weekly. Address

**The Dry Goods Economist**

(John C. Curtiss, General European Manager)  
288 MANSION HOUSE CHAMBERS,  
LONDON, E.C.

'Phone :  
City 88.

## HOW RUSSIA ADVERTISES ITS WAR LOAN



These illustrations, reproduced by courtesy of *The Sphere*, are of two Posters used to advertise the Russian War Loan. They were included in the Russian Exhibition of Pictures and Illustrations held recently at King's College, Strand.

## NATIONAL SERVICE

MR. PAUL E. DERRICK writes to inform us officially that he has been appointed by the Director-General of National Service as Comptroller of Publicity for the Office of Enrolment Department. In his letter containing this announcement Mr. Derrick says, "My duties deal only with paid publicity and free Press propaganda, and do not include matters relating to the policy of the National Service Department.

"An aggressive Advertising Campaign is under consideration.

"The purpose of this letter is to ask you to let it be known to advertising consultants, writers and

artists, that the Departments will keep an open door for helpful suggestion.

"Please make it plain to your readers that all matter submitted, for which charge is to be made, must be plainly priced. Anything submitted without the price being plainly stated will be considered to be offered gratuitously, and may be used, wholly or in part, without payment.

"Ideas, sketches, etc., which are priced will be paid for if adopted and used."

Mr. Derrick's address for National Service work is Room 237, St. Ermin's Hotel, Caxton Street, Victoria Street, S.W.

ADVERTISE  
IN  
**The National News**

THE  
NEW SUNDAY NEWSPAPER  
ONE PENNY

EVERY INCH *of* ADVERTISING  
SPACE IN THE FIRST ISSUE  
WAS SOLD MANY DAYS  
BEFORE PUBLICATION

100,000 CIRCULATION  
£24 PER COL. £1 PER INCH

ORDER YOUR SPACE THROUGH  
YOUR ADVERTISING AGENT

*He has Full Particulars*

HERBERT OWEN  
*Advertisement Manager*  
TEMPLE BAR HOUSE  
FLEET STREET, E.C.  
Telephone : CITY 1174

# FOR THE ADVERTISING MAN'S LIBRARY

**"Advertising by Motion Pictures." By Ernest A. Drench. Standard Publishing Co., Cincinnati, U.S.A.**

The author of "Advertising by Motion Pictures" may be congratulated on being, as far as we know, the first to deal with a subject of great and growing importance in a practical and comprehensive manner.

He obviously understands thoroughly what he set himself to expound, and consequently has been under no compulsion to eke out his solid matter by "hot-air" eloquence and windy generalities. There is nourishment, as well as stimulant, in every one of his pages.

Particularly to be commended is the diligence with which he has collected information concerning all that has been done by advertisers in his chosen field, both in the U.S.A. and elsewhere.

From this it would appear that, if anything, rather more has been done in the way of advertising by motion pictures in Great Britain than anywhere else—not excepting the great and go-ahead U.S.A. themselves. This will come as a surprise to most of us, but it will be a pleasant surprise; for it is gratifying to know that we are, at any rate, not less quick to apprehend new advertising possibilities than our good friends overseas.

Mr. Dench is able to show that advertisers have already taken advantage of "the pictures" to a much greater extent than most of his readers would have guessed; but he very vigorously contends that as yet they have not touched more than a fringe of the opportunities open to them.

The nature of a great number of these opportunities he describes in detail, not only suggesting schemes but also indicating how they can be carried out. The item of cost, which is so often too mean a matter for the writer on advertising to consider, he is practical enough to take into full account.

Scattered through the pages of his book Mr. Dench records a number of observations which, taken together, form a most interesting and useful analysis of the psychology of picture theatre audiences. For this alone his book ought to be studied and kept handy

for reference by every advertiser who desires to know what the cinema can do for him.

There is one argument used by him again and again, however, that is inherently unsound. He states that a great element in the strength of advertising in the picture theatres lies in the fact that the advertisements shown on the screen *must* be examined and read. They are, he says, sandwiched between the ordinary items of the programme, and are therefore inescapable; moreover, the people appealed to are in the dark and, unless they close their eyes, can do nothing else but look at what the screen presents to them.

Now, there is a sort of surface truth about this argument that may make it very dangerous.

The advertiser and everyone else concerned will court disaster if any attempt is made to force upon picture theatre habitués something they do not want. Even if they are not driven away from the theatre by programme items to which they object they will regard whatever offends them with resentment, and bad-will is worse than useless to the advertiser.

It is a mistake to suppose that any publicity is profitable; only the right kind of publicity pays. Mere notoriety is not enough for the advertiser; he must become popular.

What the advertiser who uses the film must do is to make his pictures so attractive and interesting that they will be welcome in any programme, quite apart from any particular commercial consideration. This can be done, although few advertisers seem as yet aware of it.

On the whole, Mr. Dench's views are as sound in this as in other directions; and the wrong impression conveyed by some of his paragraphs is probably the result rather of careless writing than of ill-judged convictions.

He writes in a riotous and racy American dialect of the English language with a fine disregard of literary traditions. None the less, his book is thoroughly readable in manner, and the "dandy ideas" and "great stunts" that are suggested in it more than make up for any shortcomings in purity of style or grace of diction.

**"Registration of Business Names." By Herbert W. Jordan. Jordan & Sons. 6d.**

The Registration of Business Names Act, which received the Royal Assent just before Christmas, is an important measure seriously affecting a large proportion of firms and persons carrying on business in the United

Kingdom when the trading style does not afford any clue to the names of the partners. The necessity for it was brought home very forcibly by the war, and Mr. Jordan has rendered good service by bringing out this booklet explaining the principal features of the measure with some explanatory notes thereon.

Our readers will no doubt be grateful to us for reminding them that Messrs. Mitchell's *Newspaper Press Directory* for 1917 will be published shortly. It has been fully revised

up to date, and as many changes have taken place during the past year a new edition of the book will be very useful to all advertising men.

**"The British Dominions Year Book, 1917."  
Issued by the British Dominions General  
Insurance Co.**

Running to nearly 400 pages and tightly packed with well-written and extremely useful information, the British Dominions General Insurance Co. have published their Year Book for 1917, which will be warmly welcomed wherever it goes. All sorts of subjects receive attention, and the editors, Messrs. Edward Salmon and James Worsfold, have secured contributions from a number of writers particularly well informed on the subjects with which they treat. For instance, the late Earl of Cromer deals with "The Aftermath of the War," Mr. Arthur Pollen with the naval history of the past year, Sir M. M. Bhowaggee with "India's Future in the Empire," Mr. J. Ellis Barker with "Foreign Policy in 1916," and Mr. F. Handel Booth, M.P. and C. Lucy Handel Booth with "National Insurance." In view, too, of the pronouncement of the Allies that the government of the peoples of Europe should be "based on the principles of nationalities," there attaches a great deal of interest to Mr. Chas. K. Sugden's essay on "The Partitions of Europe." This is illustrated by maps.

But for our readers by far the most important contribution is that of Mr. Percy F. Martin, who treats of "Trade Opportunities in Latin America." The essay, which should be carefully read and pondered, the more appeals to us because it forcibly emphasises the fact which we have ourselves so often strongly urged that if British manufacturers would secure for themselves their fair share of this magnificent market they must display energy, study the requirements of the people and give them what they want rather than what the merchant thinks they ought to want. Mr. Martin emphasises the skill, the thoroughness and the persistence with which the Germans have cultivated the market, both directly and by subtle, indirect means. For instance, he quotes a statement made lately before one of the City tribunals that the German Government had lately released several men from further service in their army in order that they might act as commercial travellers in South America. Knowing as we do the severity of the pressure which the German military authorities are exercising to get men into their army, the fact that some were released for the

purpose named is extremely significant of the importance which our enemies attach to this market.

We have had evidence of the baleful power which Germans have exercised in Brazil, and their power is very great, too, in Argentina and other of the South American States, so that the British merchant has a strong and unrelenting foe to overcome. The present is a particularly favourable time for our traders to lay plans to weaken that power, though we realise, as no doubt does Mr. Martin, that at present the British merchant is very much handicapped. He can, however, do this great thing—he can resolve on a wiser and more adaptable line of action in the future than he has generally exercised in the past.

But our traders are not alone to blame; the Government officials need arousing. The writer of the article gives an illustration of the energy of the German Embassy in the granting to Hun contractors of a big railway contract in Argentina. He says: "The whole moral weight of the German Embassy was brought to bear on the contract going to German manufacturers; not a single word of assistance in favour of British houses was received from the British Legation. Herein may be found a further instance of the manner in which British manufacturers, seeking trade in the Latin American countries, are compelled to fight their own battles entirely without the aid of their Legation or Consulate, while both German and North American competitors may invariably rely upon the utmost assistance of their diplomatic and consular representatives." The report on our own consular system, issued since Mr. Martin's article was written, gives ground for hope of great improvement in this respect.

We need not believe every statement Germans make as to what they mean to do in South America after the war; we know they are adepts in the art of bluff, and we may well doubt whether they will then have the power to do *all* the mischief they talk about, but it is better for Britishers to credit them with too much rather than too little power, avoiding for once our national tendency to underrate our opponents. And, as Mr. Martin also points out, we must not forget that all this time, while Great Britain is at war, the commercial agents of the United States also have been very busy in South America.

In the February 10th issue of *The Newspaper World* Mr. H. Simonis continued his series of articles on "The Street of Ink" and reviewed the history of *The Observer* and *The Sunday Times*. Speaking of the latter paper, he recalled the fact that Messrs. W. E. Berry and J. Gomer Berry, who now control *The Sunday Times*, were the founders of THE ADVERTISING WORLD. Mr. Simonis says of them: "Migrating to London (from Merthyr) while little more than heedless youths, they descended on Fleet Street, and, with splendid audacity, started a new paper, THE ADVERTISING WORLD. W. E. edited it with a marked

ability and a freshness of view that speedily got it talked about; the younger brother looked after the commercial side of it, and nursed it into a property. Presently they sold it for a substantial sum, for they were men of ideas, and meant to do bigger things. Two or three other papers were launched successfully, and, incidentally, they adventured as publishers of books of various sorts."

Mr. Fredk. L. Smale, till lately connected with the publicity department of Messrs. C. A. Vandervell & Co., of Acton, has now joined the "B." Co., Reserve Batt., Queen's Westminster Rifles.



# ADVERTISING THE WAR LOAN

(Concerning a mountain in labour and the "ultimus mus.")

"BLESSED IS he who expecteth nothing," said the Wise Man, "for he shall get it."

With a carelessness hardly to be forgiven we had overlooked this particular beatitude in our anticipations of the Victory War Loan advertising.

The occasion seemed both to warrant and to promise such an "inciting adventure" upon the broad seas of publicity that we stood by in itching but confident patience for such a demonstration of the majesty and might of advertising—particularly of Press advertising—as we had never witnessed before.

As to the advertising of that War Loan of the past we looked upon it as no more than a preliminary parade of the vast forces that were now to engage in the serious business of attack upon the golden fortified places of moneyed Britishers.

We were encouraged in our hopes by the appointment of a choice selection of redoubtable captains of advertising to direct and control the thunder and lightning of organised publicity which, as it was fair to assume, was about to burst above the heads of an amazed but admiring host of investors.

This looked like serious business, but

before we had time to get used to it came the news that the incomprehensibilities which direct these matters had cast their chosen pilots overboard and had shipped an altogether new set.

So that which group of advisers is chiefly responsible for the War Loan advertising as it has appeared is a matter that is "wropt in mystery"—which matters the less, perhaps, in that neither of them, as things happened, could have been given a fair chance.

A good sample of what has appeared is what may be seen, at second-hand, in the reproductions of Press announcements accompanying this record of our disappointment.

We hoped that before the War Loan closing day the uninteresting bud of advertising that made its appearance would burst into splendid blossom. Even so the bloom, however glorious, must have been unduly long-delayed: an instantaneous impression ought to have been made.

That the very able and expert advertising men appointed to assist in the production of the War Loan advertising scheme and material have in fact been allowed much voice in determining the shape taken by either we can hardly bring ourselves to believe. There has,

**HAVE** you asked your Insurance Company how much they will lend you on your Policy so that you can subscribe to the War Loan now?

If not—do so to-day.  
The more you lend—the nearer the War will end.

**HAVE** you asked your Employer how he will help you to subscribe to the War Loan?

If not—do so to-day.  
The more you lend—the nearer the War will end.

**HAVE** you asked the Bank Manager how he can help you to subscribe to the War Loan?

If not—do so to-day.  
The more you lend—the nearer the War will end.

ANY Money Order Post Office will lend you a £1 War Savings Certificate for 15s. Any Bank will lend you War Loans for you from £5 upwards. Or go to your local War Savings Committee who will do everything for you.

FROM A SET OF SMALL SPACE ANNOUNCEMENTS

# SOME DAY

ADVERTISERS WILL FIND OUT  
HOW CHEAP AND EFFICIENT  
POSTER ADVERTISING IS

After that, competition for space will become serious; the cost of Billposting will rise; more posters will be fighting for attention on the hoardings.

# TO-DAY

POSTERS ARE THE CHEAPEST  
& MOST EFFICIENT ADVERTISING MEDIUM *in the* MARKET

provided they are properly designed,  
properly distributed, properly posted.

Our one business in life is to see  
that Advertisers shall have

THE  
BEST SERVICE EVERYWHERE

*Sheldons Ltd.*

85 & 87 COOKRIDGE ST., LEEDS.

## The Only Book on Billposting

from the practical point of view is Mr. Cyril Sheldon's  
"BILLPOSTING"

It contains *all* the facts and figures in detail, and  
is a thoroughly practical text-book for advertisers.  
Price 10/6 net; post free 11/-, from Sheldons, Ltd.

**The Great British War Loan**

**A Call to the Publishers of every Man and Woman**

**What will you answer to?**

**T**O-DAY you are asked to lend your country the money needed for a final and decisive victory in the great War. The whole world is waiting for your answer.

Make it a message of hope to our Soldiers at sea and our Soldiers in the trenches, to the ruined homes of Belgium and France, to the stricken peoples of Serbia and Montenegro and Poland and Rumania. Prove once more that the British Empire will stand by them—to the last man and to the last shilling. There is evenness of our common civilization that though you may long for peace, victory must come first.

Give that answer, give that proof, today, by subscribing to the Loan to the utmost of your power. Lend your country all you can, and sacrifice yourself to do it. Only by so doing can you fulfil your duty to those who have fought and suffered and died for the cause to which you have given your allegiance.

**SEND YOUR FIRST CHEQUE TO-DAY.**

Set down now and find out how much money you have in the bank.

If there is any point in the Prospectus which is not clear to you, ask your Banker or your Broker to explain it.

Above all, remember that the responsibility for making the Loan a success rests upon every man and woman in this country upon you. Do not let a day pass without sending the cheque that will be your best contribution towards making that success swift and certain.

The Prospectus and Application Form can be obtained from any Bank, Stockbroker, or Money Order Office in the United Kingdom.

ONE OF THE FIRST FULL PAGES

beyond doubt, been a prodigious occupation of costly advertising space in the Press and elsewhere, but there is very little evidence of an idea or a bit of copy that any copy-writer could not have evolved without undue effort.

The occasion was such that the advertiser, the British Government,

**13 14 15 16**

**ONLY FOUR DAYS REMAIN**  
and Germany is watching—therefore  
Men and Women sit down and think

How much cash you can put into the Victory War Loan  
and how much you can save during the next twelve months.

**Your money is safe. Your interest is sure and whenever you need your money you can sell the stock through your Bank or the Post Office. Therefore lend all you can scrape together.**

**WEAR OLD CLOTHES, OLD BOOTS, OLD DRESSES,  
AND INVEST WHAT YOU WILL SAVE IN**

**THE WAR LOAN**

Borrow money from your bank against future savings to lend to the Government.

Subscribe at any Money Order, Post Office, Bank, or through your Stock Broker, or Employer, or your Local War Savings Committee will do everything for you.

A LATE ATTEMPT AT  
REAL SALESMANSHIP

might without offence and with profit have engaged in a heart-to-heart talk with possible investors in its proffered security. It might, and should, have utilised all the arts of the most diverse kinds of advertisers. It could, and should, have hurled a number of home truths at the recalcitrant in a brutal and uncompromising manner; it should have explained to the ignorant with infinite patience and regard for detail; it should have encouraged the timid, inspired the lukewarm, and doubly-armed the confident.

**— at 12 o'clock to-day STOP**

**and ask yourself this question**  
**Have I helped the War Loan?**

**H**AVE you done every thing in your power to make the Victory War Loan an overwhelming success? If you have, your conscience is clear.

**I**f you have not done everything in your power do so now at the Post Office, Bank, or through your Stock Broker. There is still time.

**YOUR COUNTRYMEN ARE GIVING THEIR LIVES.  
YOU ARE ONLY ASKED TO LEND YOUR MONEY**

**Tomorrow is the Last Day to invest in**

**THE WAR LOAN**

TOWARDS CLOSING TIME

It should, in short, have remembered that while even financiers are human, though they usually contrive to conceal a fact so detrimental to their peculiar line of business, the great body of small investors are very children where money is concerned.

The instinct of the man or woman who has but little, and that hardly come by, is to hoard it, so that it may at once be beyond the reach of predatory hands and immediately available for the uses of its rightful owner.

Any invitation to invest money that is in the smallest degree unfamiliar is regarded by members of this vast constituency—to which all the War Loan advertising other than formal

## Picture Offer

To "De Reszke" Smokers only.

This picture, "Two Bars Rest," on antique paper 15 ins. by 10 ins., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 43. **42 Miniature Pictures** will be sent free on receipt of reply envelope, ready addressed and stamped (1d.). These are reproductions, printed in colours, of the famous "De Reszke" Cigarette pictures. Address: J. Millhoff & Co., Ltd. (Dept. 70), 86 Piccadilly, London, W.



"Two Bars Rest"

E. LUCCHESI

**T**HE name "De Reszke" on the box is a pledge of quality—a guarantee that no better cigarettes are made

SOLD EVERYWHERE,  
or post free from J. Millhoff & Co., Ltd. (Dept. 70), 86 Piccadilly,  
London, W.

**"De Reszke"** *The Aristocrat of* **Cigarettes**

Digitized by Google

notifications was necessarily addressed —with the deepest suspicion and dislike.

This deeply-rooted disinclination to part with money for scrip it should have been the prime object of the War Loan

advertising campaign to remove. Every chord of patriotism, of public spirit and of private interest should have been touched with this object in view.

If more than a hint of the sort has been attempted in the advertising of the Victory War Loan it has unfortunately escaped our notice.

All that seems to have been aimed at was to impress the public by the mere quantity of advertising matter issued —by large space displays or frequent repetitions in the Press and by such devices as lettering four feet high upon the hoardings.

Of course, we are not blind to the fact that the advertising specialists consulted may have rendered invaluable assistance to the Government in organising those admirable local efforts on behalf of the Loan which have already yielded such gratifying results.

They are all experts of great experience, whose competence and ability to handle any sort of proposition in the realms of advertising and salesmanship cannot be doubted; and we are not so foolish as to suppose that in one way or another they have not all more than justified their appointment.

But it is with the actual advertising —using the word in its common acceptation—they have done, and more particularly with the Press advertising—that we are chiefly concerned.

The majority of advertising men have claimed for a long time past that the Press advertisement is the most powerful weapon in the whole armoury of profit-making publicity. If this be so, the very greatest care should plainly have been taken to use this weapon in the most skilful manner in advertising the War Loan.

And we cannot but think that, with few exceptions, the Press advertisements of the Loan show a singular lack of business imagination and human sympathy.

Fortunately, the newspapers of this country have so enthusiastically and untiringly supported the Loan in their editorial columns that the effect of these shortcomings was probably not serious; but we naturally should have preferred the success of the Loan to have been due at least as much to brilliant advertising craftsmanship as to editorial generosity.

## PROVIDE for your

**Self, Wife, Family ·  
Children's Education or  
Business Career  
Daughter's Marriage Settlement  
Employees' Retirement  
Partnership Dissolution  
Relatives' and other Contingencies  
and of the same time  
Support the War Loan**

**THE Eagle Insurance Company and the British Dominions General Insurance Company, Ltd.** are prepared to give special facilities in all those classes of policy covering in the new 1917 War Loan which may not have been previously available for their policies. Either Company will advance the money up to the full amount required to purchase the Stock and at the same time will issue a Policy which will automatically pay off the advance in order that the policyholder may be able to meet his other obligations in the event of personal death, the total amount of the Stock immediately becoming available for payment of the advance property of the policyholder's representatives or assignees. The Company will charge the same rate of interest on the money advanced to purchase the Stock as the Bank of England.

In the event of the Government redeeming the War Loan before the maturity of the Policy the amount of Cash or Stock received from the Government will be handed over to the maturity of the Policy.

Should the Subscriber desist from the policy at any time the Company will grant a paid-up policy for such a proportionate amount as the number of annual payments made less the total number payable under the policy.

**Example:** If anyone aged 40 years had taken out a policy to insure £1000 of 5 per cent War Stock, they would have to pay 25/11 for each year for 15 years. Should death occur after paying six instalments, the value of the £1000 of Stock would be £1000 less the sum of the 6 instalments paid, say £160, say, at the end of 15 years the value of the Stock becomes the property of the Subscriber who will have paid in all only £387 15s.

### Military and Naval Risks

Should the Subscriber have the United Kingdom or Foreign Service the Company will, at the time of death, provide the subscribers have been paid, refund all payments made. On 10 years in the U.K. of any subscriber, insured upon their service, the policy will be "terminated" in the event of death.

The Subscriber and necessarily be considered by the Company medical men who are already appointed in all parts of the United Kingdom.

### Children.

Children will be covered under the policy from age 10 upwards to age 18. The policy will be terminated in the event of death before the age of 10. The policy will be "terminated" in the event of death before the age of 10.

The Subscriber and necessarily be considered by the Company medical men who are already appointed in all parts of the United Kingdom.

### SPECIAL PROVISION TO MEET ALL THOSE WHO ARE UNABLE OR UNWILLING TO PASS THE USUAL MEDICAL EXAMINATION FOR LIFE INSURANCE.

Non-smokers in general, subject to the usual medical examination, are accepted for life insurance.

**ANNUAL PAYMENTS FOR ALL AGES UP TO 50 YEARS.**

15 years term £8 7 5 for every £100 War Stock.

10 years term £8 7 5 for every £100 War Stock.

5 years term £18 5 for every £100 War Stock.

**NO MEDICAL EXAMINATION IS REQUIRED.**

In the event of death before the term is completed, the total amount of payments made to the Company will be refunded to the subscribers representatives or assignees.

Should death occur after the term is completed, the policy will be "terminated" in the event of death before the age of 10.

At the period for which the War Loan was introduced a short time being the 15th February, it is necessary for anyone desiring to take advantage of the policy to be insured before the 15th February. All terms of insurance (however) can be obtained, or any inquiries can be forwarded, at the office of the Company's Office.

For full Prospectus and Rates apply to—

**The EAGLE and  
BRITISH DOMINIONS  
INSURANCE COMPANIES**

9, ALBERT SQUARE, 8 EAGLE INSURANCE BUILDINGS,  
CROSS STREET, MANCHESTER.

BRITISH DOMINIONS HOUSE, ROYAL EXCHANGE AVENUE, LONDON, E.C.

79, FLEET STREET, LONDON, S.W.

LONDON—41, THREADNEEDLE STREET, E.C.

GLASGOW—10, HIGH STREET, HOLBORN

A OLD BROAD STREET, E.C.

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

GLASGOW—41, BROAD STREET

BY INSURANCE COMPANIES  
THAT DID GREAT BUSINESS

[illegible][illegible]

# A MAN'S COAT



**W**hen you think of a man's coat, you think of a coat that will keep him warm and dry in the roughest weather. You think of a coat that will stand up to the wear and tear of a long day's work. You think of a coat that will look good on him, and that will make him feel like a gentleman. You think of a coat that will give him the confidence to face any situation. You think of a coat that will be a part of him, and that will make him feel like a man.

That's why we've made this coat. It's a coat that will keep you warm and dry in the roughest weather. It's a coat that will stand up to the wear and tear of a long day's work. It's a coat that will look good on you, and that will make you feel like a gentleman. It's a coat that will give you the confidence to face any situation. It's a coat that will be a part of you, and that will make you feel like a man.

It's a coat that will keep you warm and dry in the roughest weather. It's a coat that will stand up to the wear and tear of a long day's work. It's a coat that will look good on you, and that will make you feel like a gentleman. It's a coat that will give you the confidence to face any situation. It's a coat that will be a part of you, and that will make you feel like a man.

**SPENCER**

THE SPENCER CO. NEW YORK, N. Y.

**THRESHER**  
**ENCH COAT**

**THRESHER & GLENNY**

**The Coat that beats the blizzard**

It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather.

It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather.

It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather. It's the only coat that's been designed to keep you warm and dry in the most severe weather.

**THE THRESHER TRENCH COAT**

THRESHER & GLENNY

100 W. 42ND ST. NEW YORK 36, N.Y.

[illegible]

**COPY**  
that  
**REVOLUTIONISED**  
a whole trade's advertising

Compare the tailoring advertising of to-day with that of two years ago; the difference, the improvement, simply leap at you. Two years ago tailoring publicity was dominated by the style of a certain well-known house. Mr. Glenny, of Thresher and Glenny, resolved on "something better," came to us, and together we evolved the now famous "Thresher" advertising.

It speaks well for the business acumen of the tailoring trade that they quickly recognised the value of the new work (no doubt their sales-charts forced the lesson home), scrapped the old stuff and followed the new light. But the crowning flattery came when the very firm who had once set the standard of advertising capitulated, lock, stock and barrel, and came out with the nearest thing they could get to the drawings and literary matter we had originated.

[illegible]

**We do not object to this imitation—it all makes for the betterment of advertising. We just mention it here because there's a moral in it for the business man who is out for business.**

CARLTON STUDIO  
and  
CARLTON AUXILIARY  
Carlton House, Gt. Queen Street, Kingsway, London, W.C.



Advertising as a means of promoting national ends and public welfare is now on its trial, and it would be a thousand pities if the idea gained ground that it is less efficacious in these directions than experts in commercial publicity have been wont to declare.

The War Loan advertising of the Government was in a measure supported by some of the banks and insurance companies. One or two of the latter put

out by far the best copy that the launching of the Loan has induced, and we are glad to know that the results secured by them have vastly exceeded the most sanguine expectations. The banks with characteristic dignity and reticence found themselves, with few exceptions, unable to go beyond expressing

**HAVE YOU INVESTED  
in  
THE WAR LOAN?**

THE LAST DAY IS FRIDAY THE 16<sup>TH</sup>  
AND GERMANY IS WATCHING US.

**HAS IT  
OCCURRED TO YOU**  
that you can help to end the  
War by borrowing on your  
Life Policy  
OR  
by obtaining a Loan from  
your Bank  
OR  
By CONVERTING YOUR TREASURY  
BILLS INTO WAR LOAN.

The Bank will accept the War Loan  
bills for you in payment for what is  
due to you.

ANOTHER EARLY FULL PAGE

their willingness to deal with War Loan applications if any such came their way.

THE  
**UNION of LONDON & SMITHS BANK**  
LIMITED

**NEW WAR LOANS.**  
5% at 95.  
4% free of Income Tax, at Par.

The Union of London & Smiths Bank Ltd  
Head Office 2 Princes Street E.C. and all  
their Branches, will be glad to receive and  
forward applications for the above Loans  
and also to attend to the Conversion of the  
4½ War Loan into either of the New Loans

**THE LONDON CITY & MIDLAND  
BANK LIMITED.**  
HEAD OFFICE 5, THREADNEEDLE STREET, LONDON, E.C.

**THIS BANK WILL RECEIVE AT ALL  
ITS BRANCHES  
APPLICATIONS FOR WAR LOAN,  
AND WILL CASH COUPONS AND  
DIVIDEND WARRANTS.**

**PARR'S BANK**  
LIMITED.

Head Office: 4, BARTHOLOMEW LANE, LONDON, E.C.

**WAR LOAN APPLICATIONS**  
will be received at any of the Branches of the Bank.

**COUPONS & DIVIDEND WARRANTS CASHED**

**NATIONAL PROVINCIAL BANK  
OF ENGLAND, Ltd.**  
ESTABLISHED 1792

HEAD OFFICE  
15, BISHOPSGATE, LONDON, E.C.

**WAR LOAN APPLICATIONS may be  
lodged at any of the Branches of the Bank**

THE BANKS ARE RESTRAINED

## PAPER-MAKERS' PROSPERITY

WE TAKE the following extract from a recent issue of *Truth*—"The abounding prosperity of some of the paper manufacturers has been illustrated by the publication of further balance-sheets since I referred to the matter a few weeks ago. One striking case is that of a company whose net profits increased by leaps and bounds from the paltry sum of £80 in 1914 to £4,312 in 1915, and then to £10,777 in 1916. No doubt this is an exceptional achievement, but paper mills generally are doing remarkably well, while the great majority of their customers, including newspaper proprietors, are being severely penalised as the result of the

restrictions imposed by the Royal Commission. It was in the national interest that imports of pulp were restricted to save tonnage space, and it is clearly anomalous and inequitable that the manufacturers should be allowed to take advantage of this measure for the purpose of squeezing larger profits out of their customers. The latter are hit twice over—by curtailed supplies and by higher prices for what they can buy. It should surely not pass the wit of the Commission to prevent the charging of the excessive prices on which a number of paper mills are now piling up excess profits."



*The Sign  
of the Times*

# **NATIONAL SERVICE for Advertisers**

who want good Ideas, well written copy,  
effective and striking designs for Press adver-  
tisements, booklets, circulars, catalogues, etc.

## **NORFOLK STUDIO**

*The Home of Ideas for Advertisers*  
Racquet Court, Fleet Street, London, E.C.

## GERMANY'S PLIGHT



### How it is Revealed by Advertisements.

THE DESPERATE condition in which Germany is now placed by reason of the British blockade, as revealed by advertisements in the German papers, is set forth in a most interesting article which appeared lately in *The Evening Standard* from the pen of Mr. Francis Gribble.

Having remarked that nowhere are the conditions set up by the blockade more faithfully mirrored than in the advertisements in the enemy papers, Mr. Gribble says the first thing to be discovered is that labour, and especially skilled labour, is very scarce. He proceeds:—"The only people who now advertise for jobs in Germany are the ladies whose qualifications are genteel and indeterminate. The man or woman with a trade does not advertise but answers advertisements. The proportion in a number of the *Berliner Tageblatt*, picked up at random, is  $3\frac{1}{2}$  pages of 'Situations Vacant' to  $\frac{1}{4}$  page of 'Situations Wanted'; and the situations vacant are chiefly those of chemists, engineers' fitters, carpenters, turners, and other skilled mechanics. It is the Nemesis of 'combing out.' The men who mattered to the industries were held back, irrespective of age, as long as possible; but now the manpower problem of the trenches is being solved at the expense of the manpower problem of the factories.

"That is the first point established by our researches; and the next is the complete disappearance of a class of advertisements which once flourished—those relating to drugs and the refinements of the toilet. One hears no more of Odol, or Sanatogen, or cod liver oil, or any nutrient emulsion, or any sort of salve, or ointment, or mouth wash or tooth paste. The fats which go to the making of these things are wanted for nitro-glycerine; the alcohol for other more urgent industrial purposes. So the monthly allowance of toilet soap is down to one small tablet per adult head per month; and any supplementary cleaning which remains necessary when it is exhausted has to be

effected by means of an alkali powder. 'How to wash without soap' is a problem about which much ingenious advice is given by the experts who supply the papers with toilet tips, household hints, and the like.

"The change which has come over the advertisements of the provision trade is even more remarkable. Most of the provisions, as we know, are commandeered and sold on the ticket system at fixed prices; and there would be no point in advertising these because everybody wants them, and there is not enough of them to go round. Provisions not covered by the ticket system are still to some extent advertised; but the only edibles extensively advertised all over the country appear to be—salted mussels. Whole shiploads of these have been imported; and they are recommended, at Dresden and elsewhere, as 'the cheapest and most nourishing people's food,' though they cost about eighteenpence a pound. One is given an impression of an entire empire living on salted mussels, supplemented, as it appears from other announcements, by a few chestnuts.

"Tietz and Wertheim, however—the Barker and Harrods of Berlin—do a little better for their customers. They still advertise their price-lists, and these are worth studying. They have radishes and other roots, but no green vegetables. They offer kippers at tenpence each, and bottles of sardines at five shillings a quart, and 'artificial meat'—whatever that may be—at two-and-threepence a jar, and 'fish sausage' at half-a-crown a pound. On the other hand, they appear to have run completely out of cheese and chocolate, and their only food which can be regarded as really staying to the appetite of a hungry man is goose.

"As the poor in Germany run after potatoes, so do the rich run after geese; but they need to be very rich indeed if they are to buy many of them. Five shillings a pound is a good average price for the inferior parts of the bird;

while the smoked breast is sold at twelve shillings a pound. Probably it is only the people who can afford the smoked breast who are really anxious to prolong the war.

"A further point which the advertisement columns demonstrate is that many holders of army contracts lack both the materials and the tools to execute them. They are advertising far and wide for these—for machines, for machinery belting, for pick-axes, for metals, and for chemicals: a clear proof that such things are no longer to be obtained from the normal sources of supply.

"Moreover, both army contractors and other industrials are freely advertising their eagerness to buy at a good price almost any sort of old rubbish, which in normal times is thrown into the dustbin.

"Cork, as a non-conductor, is in great request. For a champagne cork two-pence halfpenny is offered. The old corks of medicine bottles can be sold at four a penny; while a worn-out cork mat would probably be worth its weight in gold. Any old scrap of leather will fetch a good price at the cobbler's; and there is a specific appeal for old bootlaces, old waistbands, old bridles, and driving reins.

"The tailors, on their part, ask for any old material 'of any colour,' which they can use for making lining and pockets. A market can further be found for the skin of any fur-bearing animal, be it cat, or rat, or mouse, for any odd piece of any old metal, for used photographic films, for used celluloid collars and cuffs, for torn scraps of sacking, and for goloshes which are ruined beyond repair. They are all things, no doubt, which can, in the normal times of peace, be disposed of for a trifle to the rag and bone man; but the competition is not keen. Nowadays, in Germany, it is very keen indeed. Advertisements begging for them are like the sands of the sea for multitude. One reads them, and is left with an impression of the whole German Empire transforming itself into one huge rag and bone shop; and one feels quite sure that that sort of trade cannot keep the German manufacturers supplied with their raw material for very long."

# Twenty Thousand for One Shilling

—that is the low rate  
per inch for the

## DAILY DISPATCH

—work it out for  
yourself—half  
a million at  
25/- per inch

—the most profitable  
medium in one of  
England's most  
profitable districts.

Within fifty miles area of Manchester  
there are 10 million people—the wealthiest  
industrial district in the United Kingdom.

46 Shoe Lane,  
London.

Withy Grove,  
Manchester.

# OVERSEAS ADVERTISING



## The Outlook in U.S.A.

*The Fourth Estate*, in a recent issue, published the opinions which it had collected of leading newspaper and advertising men as to the advertising outlook in the States for 1917. The general feeling was one of optimism everywhere and in all departments, except the newspaper publishers, who, said the paper, "are not yet over their news print troubles of last year and can only see a dark outlook ahead." Mr. Herbert S. Houston, president of the Associated Advertising Clubs of the World, spoke in the following terms of the work of his organisation:—

"We are not only trying to improve advertising as a force in distribution. We are undertaking to get down to bed-rock and help retailers to become better business men. Most assuredly if the retailers be made more efficient business men they will become more successful advertisers, thus definitely serving the newspapers of the country, and they will be more effective distributors of nationally advertised goods, thus serving the manufacturers of the country.

"Besides this fundamental work in behalf of distribution, we are steadily going forward with our propaganda to build up confidence on which all business rests. Together with sane and constructive work done in cleaning up retail advertising by the local clubs, there has been a steady broadening of the national vigilance work. With this record of effective work behind us we go forward in the new year more than ever determined to translate our Truth emblem into concrete commercial practice."

To the same paper Mr. William H. Rankin, president of the Mahin Advertising Co. and of the Western Advertising Agents' Association, contributes an article on the advertising outlook in the States for the coming year. Mr. Rankin's view-point also is essentially optimistic. He starts off by saying:—

"Advertising men, one and all, begin 1917 sure of prosperity, because they are sure of themselves. I have yet to meet the advertising man who does not look forward to a wonderful 1917."

In some further remarks he observes:—

"Good advertising is to-day a fundamental factor in economics. If it is not the foundation of business, it at least is the lighting system of it—the windows, through which the world may peer—the 'silent salesman' who goes forth and sells the 'Inside' to the great 'Outside.' It would be hard to exaggerate the grip that advertising has on the United States; on the world. It probably means more to users and consumers than to the manufacturer and seller. There is no question that advertising men have bettered their own standing among business men. The highest class of men to-day are attracted to the adver-

tising business for many reasons, but most of all the opportunity to meet and associate with men of big affairs. 'Silent salesmanship' is not a pat sobriquet. It is a straightforward statement of what advertising is. Both manufacturer and consumer unconsciously recognise it and its forcefulness. The manufacturer realises he cannot sell without the 'silent salesman' and the consumer would not attempt to buy without this mute, ever-present aid and counsel. Nineteen-seventeen promises big things for advertising and advertising men. The opportunity is big and the rewards worth while."

The firm of Messrs. N. W. Ayer & Son, Philadelphia, owners of "Advertising Headquarters," having enjoyed great prosperity last year, have distributed 50,000 dollars in gifts to all employes in the service of the firm for at least one year. The firm also entertained the employes to dinner in celebration of the event. Some members of the staff had been in the employ of the company almost, if not quite, from its foundation in 1869.

The United States Commissioner of Patents has given legal status to the slogan of *The St. Louis Star*, "Don't Say 'Paper,' Say 'Star.' " The certificate of the Patent Office, in addition to giving official recognition to the *Star's* slogan, protects the owners against infringement either on design or words for a period of twenty years.

*The Duluth Herald* complains of the non-observance of the law requiring all daily newspapers to report and publish sworn circulation statements, and says that if the law were properly enforced there would be no need of the Audit Bureau of Circulations. *The Herald* observes: "There is complaint on every hand that this law is not properly enforced and that some publishers are abusing it by reporting and printing false statements which, because of the law, thus gain an unmerited dignity. At the price of perjury, some publishers work the law to make it support their inflated circulation claims."

It will probably be a surprise to most British advertising and newspaper men to learn that in the U.S. by a law passed in 1912 all editorial and other reading matter published in a newspaper for the publication of which money or valuable consideration is paid must be plainly marked "advertisement." Any editor or publisher printing the same without so marking it is liable to be fined not less than 50 dollars. Notwithstanding this the practice of free advertisements continues to some extent, though, according to leading advertisers and advertising agents, nobody wants free publicity. Many publishers say the only reason why they give it is that if they did not their rivals would.

## Parading Posters

A poster which is continually on the move has greater attraction power than that which is stationary.

A fact which need not be demonstrated.

The Tram Whole-side Poster is a moving poster of admitted advantage over its "Point duty" fellow. The Tram Whole-side isn't in any way reticent. It doesn't hide up side streets. It goes travelling, finding your public for you and thrusting itself into notice.

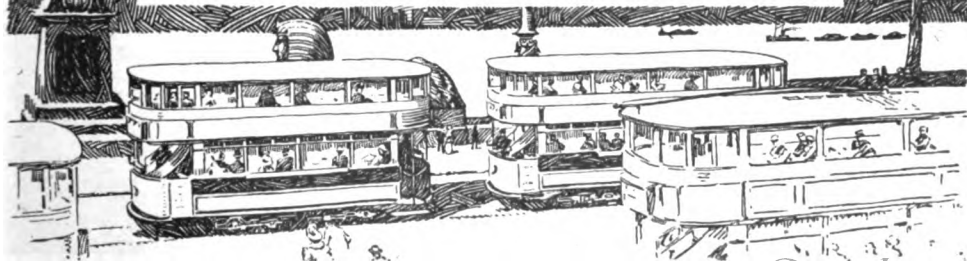
The Tram Whole-side is, moreover, always in main thoroughfares—highways and shopping centres. It gets where the big, buying public is, and it finds your public when it is out buying. The right message from you has an immediate influence with your public.

Another logical conclusion.

Think of the hundreds of miles one poster travels in one week—think of the millions of times one poster is seen in one week.

Write for the proof-giving booklet "A Moving Force," and be convinced of the need you have for Trams if you are running any commodity that appeals to the masses. Where the people are—there do you find the Tramcar.

**W. H. SMITH & SON**  
Tramways Advertising Department  
55 Fetter Lane · London · E.C.





# NATIONAL SERVICE



## The Position of Advertising Men.

THE QUESTION as to how far advertising may be affected by the classification of industries under the National Service scheme into essential, useful and non-essential has greatly agitated the minds of men engaged in the business. Mr. Thomas Russell, president of the Incorporated Society of Advertising Consultants, has therefore addressed a letter to the Press dealing with the subject. In it he says:—

"Rumours concerning the trades to be classified under the National Service scheme as essential, useful, and non-essential respectively include the prediction that advertising will be placed in the non-essential list.

"Your readers need hardly be reminded that without advertisements the modern newspaper press would in great part cease to exist, or could only publish at a prohibitive price.

"What is not so generally perceived is the rapid effect of advertising in economising the time and labour of trade organisation. The public notices only the apparent expensiveness of advertising, not the far heavier expenses which it saves. The cost of any commodity to the public is composed of factory cost and selling expense. The second is often the greater. It can only be reduced by advertising, which so rapidly and economically brings distributors into touch with producers that enormous costs for marketing and distributing are saved, which would otherwise be added to the price paid by the public for goods.

"Luxury trades use little advertising compared with staples. Cocoa, tea, furniture, clothing, laundry soaps, and beef extracts are advertised far more than jewellery, furs, or silk underwear. If advertising stops (as it must if the men who conduct it are removed from their work) many trades essential to the national revenue (and therefore to the financing of the war) will be seriously impeded and commodities made dearer. Our export trades in particular would suffer.

"I am asked by my council to bring these facts to public notice through your columns, and to ask you to support the view that advertising is an essential occupation.

"A letter on the subject has been posted by the society to every member of the House of Commons."

In the letter addressed to members of the House of Commons, Mr. Russell emphasised the fact that the vast majority of advertising was productive in the sense that it reduced the cost of distributing commodities. Manufacturers of indispensable commodities used advertising to standardise quality and reduce the cost of distribution. But for advertising the cost of distribution would be greatly enhanced. Newspapers, if deprived of advertising revenue, would either have to stop publication or give a very much reduced service of public information. The most economical and efficient medium by which the Government could impart information, raise war loans, etc., would lose influence and circulation. The work of advertising required great experience, and advertising would suffer if the trained workers were called away. Mr. Russell further urged that advertising had been proved to regulate demand to such an extent as to reduce prices and economise distribution. It had, in fact, lowered the cost and raised the quality of many staple commodities. In conclusion, he reminded the readers of the letter of what advertising had done in raising recruits and obtaining funds for the war loans, charities, etc.

In a letter on the same subject, which Mr. Russell has addressed to the trade papers, he particularly emphasises the fact that as now so many commercial travellers are in the Forces, "it would be an act of singular fatuity to deprive trade of the only thing by which the obstruction caused by the absence of travellers can be obviated, namely, the Trade Press."

THE "Moving Solus Poster," as the advertisements on carriers' vans are happily called, appears to enjoy an ever-increasing popularity amongst prominent national advertisers. Evidence of this is afforded by the fact that Mr. J. Weiner, who controls the advertisements on the vans of Messrs. Carter Paterson & Co., Ltd., Pickfords, Ltd. (Greater London area), London Parcels Delivery Co., Ltd., Bean's Express, etc., is rapidly booking up the few remaining spaces for 1917. Amongst well-known advertisers using the J. Weiner "Van-Ad." service are Messrs. Cadbury, St. Ivel, Imperial Tobacco Co., *John Bull*, Mex Motor Spirit, Reckitts, Ford's Blotting Paper, Kruschen Salts, Rubberine, Wright's Coal Tar Soap, Quaker Oats, Old Dutch Cleanser,

O.T., Burgoyne's Wines, Stower's Lime Juice and Rose's Lime Juice. The continued renewal orders, some dating back to 1908, received with regularity each year are an indication that in the opinion of these advertisers, at any rate, this form of publicity is a paying proposition.

The finals in the snooker and billiards handicap tournament at the Aldwych Club were played off on January 25th, with the result that in the snooker match Mr. S. H. Frost beat Mr. E. T. Nind by two games out of three, while at billiards Mr. S. Emms was victorious, defeating Mr. W. B. Warren by 153 in a match for 250 up, the victor having a start of 130.



# Why not try what NORFOLK STUDIO can do to help you with your ADVERTISING?

**THESE** offers make it easy for you. Our circular "How we can help," sent free on request, gives further offers. Write for it to-day, please.

—*Marcus Heber Smith.*

## A Three-Guinea Offer of ORIGINAL IDEAS FOR ADVERTISEMENTS

**F**OR this sum the Norfolk Studio will originate the ideas, and make pencil sketches, for a series of about eight or ten advertisements suitable for newspaper, magazine or trade paper use. The actual number depends upon the amount of work involved.

## A Series of Colour "FOLLOW-UP" FOLDERS Costing Three Guineas.

**F**OR this sum the Norfolk Studio will make rough "lay-outs" or suggestions for a set of four or five vigorous folders. Our "lay-outs" will be in colours, and will show what the circulars will look like when printed. Our folders are recognised as one of the most efficient and economical forms of advertising known. If you have never tried "follow-up" folders try this scheme.

## A BOOKLET or CATALOGUE "LAY-OUT" for £3 3 0

**THE NORFOLK STUDIO** will send you an original suggestion (in colours) for a booklet or a catalogue, which will include the following:

1. Colour sketch for the cover.
2. Colour sketch for the title page.
3. Colour sketch for 1st page.
4. Lay-out for style of other pages.

This colour "lay-out" will show what the booklet will look like when printed, and is readily put into finished shape for the economical production of finished working drawings and the rapid production of a catalogue or booklet of the very highest class.

## An Original Scheme laid out in pencil for BUSINESS STATIONERY

**THE** following are included in this scheme: Letter Heading, Invoice Form, Statement Form, Envelope and Label Designs, creating and introducing an original name-plate style and trade mark (or house mark).

**Charge - £3 3 0**

**NORFOLK STUDIO : RACQUET COURT : FLEET ST : LONDON.**

## "THE NATIONAL NEWS"

"IT WILL be the outspoken champion of the Right Hon. D. Lloyd George and his national policy. It will encourage every sound project for the reconstruction of our Empire. It will be Imperial in its breadth of vision. It will fight for an Imperial Parliament in its fullest sense. It will place Country before Party. It will 'state the case' for the Business man—it will, in fact, be his newspaper."

With this declaration of its faith *The National News*, the new Sunday paper, made its first appearance on February 18th.

The frank and outspoken avowal of the support it intends to accord to the Premier secured for the paper in advance a very large measure of attention, and the copies of the first issue were eagerly bought, the widespread advertising of the new publication having taught a very big public to look forward to the first number with considerable keenness. For the first issue a circulation of not less than 100,000 was guaranteed and all copies were bought up.

From its advertisement manager, Mr. Herbert Owen, late of *Land and Water*, and formerly of the Amalgamated Press, we learnt something of the policy and scope of the paper.

"We shall make *The National News* a thoroughly high-class publication," said Mr. Owen, "bright, attractive and well written, but it will always be dignified and in accordance with the best traditions of British journalism, as becomes the Imperial cause which the paper has been called into existence to support. There will be no playing to the gallery or seeking after cheap applause. The main feature of our policy you already know (Mr. Owen referred to the sentences with which this article opened), and I should like to emphasise our intention that the paper shall pay special attention to the views of the Dominions upon Imperial questions. We want to make it, as it were, the mouthpiece of the Dominions on those great questions which will have to be settled when the war is over.

"*The National News* will be a clean Sunday paper for people who think, and it will appeal to every member of the family. We have secured as our managing editor Mr. A. M. de Beck, a journalist of wide and varied experience, and we shall have among our contributors

many very able and authoritative writers whose opinions carry great weight. The news feature will receive every attention, and recognising as we do the important part which women are playing now in our national life, and the still more important part they are destined to play, we intend to devote special attention to their interests. So there will each week be a page devoted solely to their affairs, and I want to make it clear that this will not be given up exclusively to fashions. We realise the deep interest women are taking in the great questions of life, and these important problems will be discussed from the woman's standpoint.

"As an advertising medium I think *The National News* should make strong appeal to those who wish to address well-to-do people who have money to spend and can appreciate—and purchase—a good article. The quantity of advertising will be limited so that the paper will not lose its appeal as a news sheet, and for the present the size will be restricted to twelve pages."

The first number of *The National News* carried a big show of advertising, for out of its 84 columns (seven columns to the page, and twelve pages) 36 were devoted to advertisements. Among the advertisements appearing in this issue were The Strength of Britain Movement, National Service, Cavander's Army Club Cigarettes, the Eagle and British Dominion Insurance Co., Vauxhall Motors, Triplex Safety Glass, Clincher Tyres, Aquascutum, Dayfield Body Shields, National Tribute to Lord Roberts, the Pelman Institute, Messrs. Waring & Gillow, the Goldsmiths and Silversmiths Co., Messrs. Marshall & Snelgrove, Messrs. Debenham & Freebody, Genetosen, Ltd., Lipton's Tea, Messrs. Gooch, Goodrich Tyres, Sainsbury's Butter, Duco Gaiters and some of the banks.

The editorial side of the paper contained many interesting features, among them being special messages of goodwill from the Prime Ministers of Russia, Italy, Spain, Australia and New Zealand, and from Mr. Neville Chamberlain. M. Charles Humbert, a member of the French Senate, also through the columns of the paper, paid an eloquent tribute to Great Britain.

### The Cambridge Magazine.

*The Cambridge Magazine* is making steady progress in the favour of the select circle to whom it appeals. It is a paper conducted with ability, and though bearing very distinctly the hall mark of Cambridge on its pages, it seems to appeal equally to those who in the past have been at Oxford and the other Universities. The "Notes from the Foreign Press" are by now well known to thoughtful readers by reason of advertisements in the columns of the weekly press, and in this connection we may quote the opinion of so great

a thinker as Mr. Bernard Shaw, who said of *The Cambridge Magazine*: "It is, as far as I know, the only paper which attempts to do for the public what has to be done every morning by our official departments; that is, supply a conspectus of the foreign press. The ordinary papers supply what they call Sidelights, by which they mean One Side Lights, which are much more dangerous than no lights at all."

Value is certainly added to these translations by the fact that "nothing is ever printed that has appeared anywhere else in the English Press."

THE BRITISH ELECTRICAL  
FEDERATION LTD.

## The Town Crier on Wheels

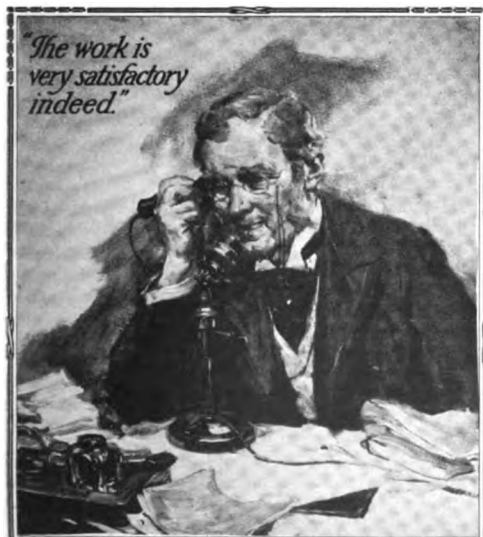
THE Town Crier possessed one advantage over most modern forms of Street Advertising. HE MOVED ABOUT. Wherever you went, you met him—you could not avoid him. It is the same with

## Tram and 'Bus Advertising

which combines the advantages of Town Crier and Hoarding. If you have an announcement on a Tram or 'Bus, you know FOR CERTAIN that it will not be hidden in some back street. It will be seen daily by the thousands who throng the main thoroughfares along which these vehicles are constantly passing. And it will be met with again and again by the same people in different places. Write for rates to-day from:—

J. PEACE,  
ADVERTISEMENT MANAGER.

The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C



That's the kind of message 'G&A' Blocks enable you to get. Good Half-tones—black, dupe & three colour. Good Line Blocks—black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. Send us your next order.  
GARRATT & ATKINSON, Blockmakers, EALING London W.

Not for a week, but for many years, has this authoritative

## Church Weekly

accepted none but clean, honest, bona-fide advertisements. All others have been rejected.

## The Guardian.

(With which is incorporated  
The Churchwoman).

J. G. Sparkhall, Advertisement Manager  
29 King Street, Covent Garden, W.C.

## IN THE PROVINCES



### What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

#### Cardiff.

Mr. W. B. Robertson, chairman of the Sales Managers' Association, recently addressed the members of the Cardiff Business Club on "Turning Inquiries into Orders." Mr. R. J. Pugsley presided. Mr. Robertson complimented the Cardiff Business Club upon its virility during war time, and said it was a model to all similar clubs in the United Kingdom. Proceeding, he said many large firms spent thousands a year in obtaining inquiries from possible customers, but failed to spend just a little more money in order to clinch the business and turn those potential customers into actual buyers. He dealt with the problems of the manufacturer whose products reached the consumer through the middleman or retailer, and he also considered the subject from the point of view of the manufacturer or merchant selling to the public direct. For the former class the problem was chiefly one of proper distribution, and he indicated several ways of attaining this object, urging that it was necessary to safeguard a reasonable profit to the middleman in any attempt to get a wide distribution of the product through the retail trade. With regard to the problems of the seller direct to the public by mail order, he gave examples of treatment whereby as high a percentage of orders as possible could be got from inquiries secured by advertising.

#### Dublin.

To the Department of Agriculture and Technical Instruction for Ireland were entrusted the mobilisation arrangements in connection with the "increased food production" campaign throughout the land, and, despite some adverse criticism on the score of delay in making a timely start and the inadequacy of their plans, etc., the Department appears to have handled the task in a businesslike fashion. On the advertising side, at any rate, a departure was made from the traditional hide-bound methods of promulgating official news, and this was in delegating the press publicity work to Messrs. Kenny's Advertising Agency, Dublin. Twelve-inch double column spaces in the dailies and weeklies all through the country were used for the Department's manifesto to the farmers.

A marked increase in the advertising of all classes of farm and garden implements, seeds, etc., resulted from the vigorous way in which the tillage movement was conducted in the Press, and the agricultural and gardening journals benefited much in advertising revenue through the widespread competition stimulated

by the hurried demands on trade houses. A new note was struck by the appearance of the "motor tractor" advertisements, and on enquiry I learned that the Dublin agents for certain types of this "power plough" were kept going at high pressure between orders and enquiries.

"Why not advertise for the money?" epitomises the burden of the remarks heard in Dublin commercial circles and made in the columns of the most influential papers anent the extremely limited scope of the official advertising of the new War Loan in Ireland. We experienced a sudden spurt of publicity occupying a full double column in the dailies in the big cities, but there was no attempt made to reach the very classes in the great urban areas whose banking accounts and investing propensities justified a direct appeal on an attractive financial transaction. Outside the principal newspapers the subject was rather scantily treated in the editorial columns.

There has been a great increase in the popularity of window transparencies displayed in the electric cars of the Dublin United Tramways Co., Ltd. The designs and colour schemes of the newer transparencies are most effective, and the advertising contracting for this work is in the hands of Messrs. Frank Mason & Co., Ltd., London.

In recording in THE ADVERTISING WORLD of last month the appointment of Mr. Andrew Corrigan to the advertisement managership of Messrs. Clery & Co., Ltd., Dublin, I regret that I inadvertently stated that "Mr. Corrigan was senior partner in the printing firm of Messrs. Corrigan & Wilson." This should have read "a son of the late senior partner," etc. This progressive printing firm have now risen phoenix-like, from the scene of disaster during the rebellion, when their premises were destroyed, and they are again fully equipped for trade requirements.

A deputation from the Corporation of Glasgow appeared at the annual meeting of the Dublin Chamber of Commerce and at the Council meeting of the Dublin Industrial Development Association, in connection with the British Industries Fair at Glasgow from February 26th to March 10th. The speakers strongly advocated Irish participation at the Fair, particularly on account of Ireland's fame in textile manufactures, and their speeches evoked the keenest interest.

#### Glasgow.

Mr. S. C. Peacock, of Manchester, was unable to get north to address the meeting of the Scottish Advertising Association on January 23rd, and as no other speaker had been



## "Corporal True to Time"

### TALKS BY THE LITTLE CORPORAL

II.

I BEEN reading this 'ere magazine, I have. Wot's all these folks askin' the Bureau where they can get lists o' names from?

Lor! you should see ours!

Remember once 'earin' the Governor say he'd spent £3,000 on *one* list.

It don't matter wot your lists are—grocers or motorcar owners or anything you like—we've got 'em all. They're *it*—I give yer my word.

Write to our offis—tell 'em I recommended yer, and ask for "Facts & Figures"—that's wot it's called; and yer won't want to lose it when yer get it.

*Corporal True-to-time.*

**The Reliable**

ADVERTISING & ADDRESSING

**Agency**

Arthur Chadwick,  
Managing Director.

**Publicity House** BUCKNALL & CARRIER STREETS  
NEW OXFORD STREET, W.C. London.

Telephones: Gerrard, 9616-9647.



# If

conditions have made it necessary for you to discontinue your press advertising *pro tem.*, you can still keep your name before your customer in a most effective manner at a low cost.

Let us tell you just how we are helping many other good firms to "keep their flag flying."

**The Permo Company**  
London Road  
Beddington Corner  
**Mitcham · Surrey**

Telephone: 832 Mitcham

## Fulcrum, Weight and Power

It's a principle of science that the nearer the fulcrum to the weight the less the power required to raise that weight.

"The Tablet" is a lever with its fulcrum correctly placed to lift an order with the least possible resistance. There is no waste effort with "The Tablet." It gets right next the people with money to spend and easily influences business for its advertisers.

Try the "next to the money" influence of "The Tablet" for your product, by including "The Tablet" in your campaign

**The Tablet**

*The Weekly Review with a news interest & a low rate*  
19 Henrietta St. London, W.C.



arranged for, a "Hat" night was held. This was not a success, as many of the members abstained from attendance. The idea of a night of this kind is to encourage the more backward members to take part in the debates, but it defeated its own end, as the members who do not speak did not put in an appearance at all, and it is not likely that the committee will try this experiment again.

At the February meeting of the Scottish Advertising Association, held on the 6th, the address was delivered by Mr. A. E. Barker, advertising manager of the North British Rubber Co., Edinburgh, whose subject was "Canvassers I have Known." Mr. Barker gave a very humorous account of his impressions of canvassers, extending over a period of 20 years, describing the characteristics of many of them, and showing how men he had known had developed from office boys to managers. Mr. Edward Mitchell, a well-known member of the association, presided in the absence of the president. There was a large attendance.

Mr. Harcourt Kitchen, who has been editor of *The Glasgow Herald* since 1909, has resigned, and Mr. Robert Bruce, assistant editor, now occupies the editorial chair. Mr. Kitchen is known to most of the members of the Advertising Association, as he has spoken at at least one meeting, and was a member of the Press Golf Club, in which he took an active part. The new editor, Mr. Bruce, gave a delightful paper to the Association in November, and the best wishes of the members go with him in his new position.

The special centenary number of *The Scotsman* which appeared on January 25th was a triumph for Scottish journalism. Originally it was intended that it should just be an issue of some sixteen pages, but so well did advertisers respond that it was found necessary to issue a special supplement.

Messrs. D. C. Thompson & Co., Ltd., of Dundee, have issued for promotion purposes a reduced facsimile of *The Courier* centenary number which appeared on September 20th. Every advertisement, although reproduced very much smaller than the original, is clear and distinct, and once again advertisers have scored through the enterprise of this house.

### Llandudno.

The Llandudno Town Improvement Association has decided to withdraw from the North Wales Advertising Board owing to the surcharging of members of the council of the amount contributed to the work of the association. At a meeting of the committee of the Association a few days ago a letter was read from the Advertising Board asking the association to reconsider their decision to withdraw, as it was feared it would have a detrimental effect on the support given by the other resorts if Llandudno persisted in its decision, but the committee resolved to adhere to their resolution.

### Llangollen.

Instructive testimony to the relative value of advertising media was given at the meeting of the Llangollen Town Improvement Associa-

tion on February 1st, when the president submitted a tabulated list of returns from advertisements in the daily papers and the applications for information concerning the town received in response to each. These established most clearly the value of press advertising, and one of the speakers bore further testimony to the same effect, remarking that they had tried other ways, including illustrated posters, but it was clearly established that newspaper advertising paid, and paid best. The indirect result of advertising, said another member, was that practically every big house in the town but one was let.

### Manchester.

Mr. W. H. Veno, whose portrait we give, has been made a Freeman of the City of London. He is well-known throughout the north as a leading commercial man, and also



MR. W. H. VENO

as one of the founders of the Column Club, Manchester, which owes to his influence and generous support its present high reputation among all classes of business men. Mr. Veno is head of the Veno Drug Co., Manchester, proprietors of the well-known specialties Veno's Lightning Cough Cure and Dr. Cassell's Tablets. He is one of the most successful advertisers before the public, and is ever ready freely to impart his knowledge and varied experience of the subject to others who appreciate the immense selling force of advertising. He is a great believer in insisting upon securing the highest quality of the commodity offered for sale and on the policy of convincing the public, through the medium of suitable publicity, that the claims he puts forward for his commodities are in accordance with facts.

# ASHBURNERS

## TEXTILE ADVERTISING SPECIALISTS

10 - Piccadilly  
MANCHESTER

Textile Manufacturers—selling through the Wholesale—  
will find in our **British Textile Syndicate Service**  
the missing link    ::    ::    Particulars on application

## AFTER THE WAR



Be ready with that  
Illustrated Catalogue  
and get your share of  
**EXPORT TRADE.**

Dent's blocks talk  
in all languages.

**A.E. DENT & CO. LTD.**

Process Engravers in Tricolor, Half-tone & Line.

**BROADWAY, LUDGATE HILL, LONDON. E.C.**

# BRITISH INDUSTRIES FAIR

MANUFACTURERS WHO are exhibiting at the British Industries Fair, to be held at the Victoria and Albert Museum, S. Kensington, and the Imperial Institute, from February 26th to March 9th, have now nearly completed the erection of their stands. The total amount of space applied for has again largely exceeded the space at the Board's disposal, with the result that exhibitors have found their allotments considerably reduced. In some cases it has even been found necessary to reduce the applications by half.

Last year's fair was held in a portion of the Victoria and Albert Museum, and this year the Board of Trade have been able to secure not only a portion of the Victoria and Albert Museum, but also the great Hall and certain galleries in the Imperial Institute, so that the space covered by the fair will be considerably larger than last year and the number of exhibitors will also be greater.

A marked advance has now been made in the organisation of Trade fairs, for, concurrently with the London fair, a fair for a number of trades which are not included in the London fair is being organised by the Corporation of the City of Glasgow under the auspices and with the support of the Board of Trade.

The London fair, like all such undertakings, comes under the restrictions imposed by the Ministry of Munitions, and consequently certain trades, which would otherwise be included, cannot participate. None the less, the fair will be not only larger but also more important than it was last year, when so much business was done, for numbers of firms who have not hitherto exhibited have written asking that space may be reserved for them.

The trades which will exhibit are: toys and games, earthenware and china, glass, fancy goods, stationery and printing.

The Glasgow British Industries Fair, which is under the auspices of the Board of Trade and has its full support, will include textiles,

ready-made clothing, boots and shoes, food-stuffs (prepared and preserved), domestic chemicals.

At the London fair, which is, of course, as in previous years, under the sole control of the Board of Trade, the charge for space is two shillings a square foot, and exhibitors have no other expense except the cost of the erection of their stands. At last year's fair many exhibitors had stands as small as 6 feet by 6 feet, and their total expenses, including the erection of their stands, probably did not exceed £7. None the less, for an outlay of that small amount many of them booked orders for several thousand pounds.

Many exhibitors at the fair have taken orders at the rate of £1,000 a day, and one exhibitor stated that he opened over 400 new accounts, of which over 70 were with foreign firms. Another firm stated that they had done as much business in a fortnight at the fair as they would have been able to do in the ordinary way of business in two years with four travellers. Another firm, which was doubtful at the time of the first British Industries Fair as to whether or not to close down owing to lack of orders, booked orders sufficient to keep its factory on full time for the whole of the coming year, and repeated the same success at the second fair.

Thousands of pounds worth of business has also resulted from the circulation of the catalogues after the fair had closed. A great improvement has been effected in the system of sending out invitations to view the exhibition, for instead of these being issued by the exhibitors, as the result of which many firms received several invitations, the exhibitors are asked to send to the Board of Trade the names of the firms they would like invited. These are card indexed and duplication is avoided, the invitations being sent in the name of the Board. The index now contains some 77,000 names.

## The House of Cassell

ON JANUARY 23rd the house of Cassell & Co. celebrated the 100th anniversary of the birth of John Cassell, the founder of the firm, and a pioneer in the popularisation of literature. The story of his life and of the firm he founded was one of the romances of the nineteenth century. Born at Manchester of humble parents he, when but a boy, started to earn his living in a cotton mill, and the education he valued so much had to be laboriously acquired. In 1848 John Cassell opened a printing office at 335 Strand, and started a paper, *The Standard of Freedom*. Soon after, he founded educational papers, and *Cassell's Popular Educator* was started in 1852. The business then grew and prospered and became famous throughout the land. We cannot follow its history, but a little mention should be made of the achievements of the house as a publishing firm. For instance, they introduced

R. L. Stevenson as a novelist to the public, and the first of Sir A. T. Quiller Couch's novels, and those of Sir Rider Haggard were published from *La Belle Sauvage*. Some of the best work of J. M. Barrie, Stanley Weyman, Max Pemberton, Sir A. Conan Doyle, Anthony Hope, Mrs. Humphry Ward and Grant Allen were also published by them. John Cassell died in 1865.

To help the War Loan a raffle was organised among the members of the Aldwych Club, the entry fee being 10s., though members might pay more than one subscription. The raffle closed on the evening of the 15th. The total amount was invested in the War Loan in the name of the winners. The first prize was secured by Mr. Stanley Worth, who thus will receive stock for £100. There were two second prizes of equal amount, the winners being Mr. S. E. Bluff and Mr. A. Fryers, who each receive £50 of stock.

### Notes from Birmingham.

MR. WILFRID HILL, of the County Chemical Company, and a prominent member of the Birmingham branch of the Rotary Club as well as the Birmingham Business Club, has been called by the Director of National Service to take up an important post under Mr. Neville Chamberlain. We understand that Mr. Hill has resigned, for the period of the war, his post as director of the County Chemical Company so that he will be able to devote his full energies to his new work.

Recently reference was required to a standard work on advertising. The matter was urgent, and enquiry elicited that the book was in the City Library. A junior was found who possessed a ticket, and the book was sought, only to find that it was out. A few questions brought to light the fact that there was a large demand by business people for well known books on publicity. It is to be hoped that the new Chamber of Commerce buildings will contain a good assortment of such books.

The firms who specialise in "systems" and office furniture are reaping a harvest just now. Several firms have opened new offices in the centre of the town, and business is very brisk.

The sudden expansion of trade amongst Birmingham people has put a strain on depleted office staffs, and systems are being installed in even the most conservative of firms.

The "January Sales" occupied their usual positions in the newspapers this year. With one or two exceptions they were expressed in plain statements of date and class of business. The exceptions, which could be followed to advantage, made a bold display in line blocks and descriptive "lay-outs." Business throughout January was good, there being so much money in the town, and other trades besides those in the drapery might fall into line and reap the benefit of a co-ordinated system of advertising. "Sales Week" even in war-time would be advantageous to all.

### The Guardian.

TO *The Guardian* belongs the credit of having taken a patriotic and at the same time very unusual step in connection with the advertising of the War Loan. For some time all the offers of the paper to help the Government in its appeals to the country for recruits, money, etc., were, we understand, declined. Before the receipt of the order for the page advertisement which appeared in its issue of February 8th, the conductors of *The Guardian*, feeling very strongly the importance of doing all they could on national grounds to help the success of the loan, inserted a full-page announcement of it without payment. The advertisement was drawn up by the advertising department of *The Guardian*, and made a strong appeal on distinctly individual lines addressed to the clergy, and urging them to impress on their congregations the duty of subscribing to the loan. An earnest and thoughtful editorial in the same issue of the paper also enforced the same theme.



# If you want to know why

## The Cambridge Magazine has added to its cir- culation—

in the twelve  
months — Oct.,  
1914, to Oct.,  
1915—

# 28%

and then in the  
three months—  
Oct., 1915, to  
Jan., 1916 —

# 30%

and again in the  
eight months—  
Jan., 1916, to  
Oct., 1916 —

# 50%

and yet again,  
in the three  
months — Oct.,  
1916, to Jan., 1917

# 80%

turn back to page 147  
and read what the most  
famous Writers in Eng-  
land are saying about it.



# NEWSPAPER EARNINGS IN WAR TIME

THE FINANCIAL correspondent of *The Daily Chronicle*, writing in a recent issue of that paper, had some interesting things to say about the position of the leading daily and weekly papers as it was affected by the war. Remarking that they have "on the whole done surprisingly well" despite increased cost of production, and natural contraction in advertising revenue, the writer proceeds to speak of the balance sheets of many of the papers in detail. "*The Times*," he says, so far has not managed to pay any dividend on its Ordinary capital, though the Preference interest has been regularly met. Nevertheless, the paper earned a profit in the last financial year of about £32,000, after meeting excess profits duty, and increased its carry forward by close on £16,000. The Associated Newspapers, to which belong *The Daily Mail* and *The Evening News*, and the Pictorial Newspaper Company, which owns *The Daily Mirror*, have also flourished. So has the Amalgamated Press, and continues the 40 per cent. dividend on the Ordinary shares it has been paying for a dozen years past.

"Their net profits for the two years are shown in the attached table:—

	1914-15.	1915-16.
	£	£
Associated Newspapers	117,700	119,800
Pictorial Newspaper Co.	94,100	91,100
Amalgamated Press ...	326,800	326,700

The net profit of the "Pictorial Newspaper" is more than double that for 1913-14. Deferred shareholders have secured 15 per cent. for the last two years. Presumably, *The Daily Sketch*, belonging to Messrs. Hulton, is also earning large profits.

"The London Express Company, to which belongs *The Daily Express*, has not been in existence two years, but in spite of starting under such disadvantageous conditions it made a net profit of £6,100 in the first 12 months and paid its preference interest.

## PROVINCIAL PAPERS.

"Some of the provincial daily paper companies have felt the war strain rather severely, but they have managed on the whole to earn enough to pay a modest return on their Ordinary shares. *The Liverpool Daily Post*, *The Liverpool Mercury*, and *The Liverpool Echo* had to lower its distribution from 7½ to 2½ per cent. in 1915, and *The Western Mail* has had to be content with satisfying its preference interest. This is also the case with *The Irish Times*, but *The Edinburgh Evening News* has been able to pay 2½ per cent. on its ordinary shares. The latter's net profit went up from £11,500 to £11,800

last year, and the former, notwithstanding increased difficulties, only suffered a decline of £2,200 in profits, the total being £19,200.

"A class of journal which has prospered on the war is the illustrated weekly dealing with topical subjects. Messrs. H. R. Baines & Co., which owns *The Graphic* and *The Bystander*, has paid 12½ per cent. per annum during the last three years, whereas immediately before the war the dividend was only 10 per cent. The same is true of *The Illustrated London News* and *Sketch*, whose profit for 1914 and 1915 was £29,400 and £29,900 respectively as compared with £29,200 in 1913. During the three years its ordinary dividend has been 7 per cent. as against an average of 2½ per cent. in the five preceding years. Such concerns as the Lady's Pictorial and Sporting and Dramatic Publishing Company and *Country Life* have, however, been less fortunate. Still, *The Lady's Pictorial* had a loss last year of only £800, as against £3,000 in 1914-15, and its Preference interest is not more than a year in arrear. *Country Life*, though incurring a loss of £4,800 in 1915, paid its preference interest, but last year it has not been able to do this. *The Gentlewoman* has likewise been passing through deeper waters than ever since the outbreak of war.

## PLUCKY FIGHTS.

"Companies like George Newnes, C. Arthur Pearson—which is controlled by Newnes—and Cassell and Co., possessing numerous weekly and monthly periodicals, have all been hit by the war; but in the circumstances have held their own gallantly. Messrs. Newnes's profit last year fell from £50,100 to £40,200, which is about half the pre-war standard; but it was able to pay 5 per cent. to its ordinary proprietors. This is also the rate Pearson is distributing, and relatively its earnings do not exhibit so severe a decline. The profit in 1915-16 was £26,200, as against £31,600 in 1914-15 and £40,800 in 1913-14. Messrs. Cassell & Co. have felt the pinch worst of all, and paid no ordinary dividend in 1915, as compared with 3 per cent. in 1914. In contrast to those experiences may be placed that of Weldon's. This company is distributing 10 per cent., just as it has done for the other 17 years of its existence, save in 1913-14, when a bonus of 2 per cent. was added. Then its net profit reached the exceptional figure of £46,900, whereas it was £35,800 in 1914-15 and was still £30,000 last year."

With respect to *The Gentlewoman*, it has since been pointed out that the company has always paid its preference dividend until the war, and on its ordinary capital up to 8 per cent.

I *do* like my Guardian Binder  
It is so comfortable  
to write in



**LOOSE LEAF  
BOOKS THAT  
OPEN FLAT.**

**THE *Twinlock* Guardian**  
Binder opens perfectly  
flat. The covers are hinged  
to polished steel barrels con-  
taining the locking mechan-  
ism. When the book is open  
the covers swing back and  
lie absolutely flat on the desk.

That is what makes it so  
comfortable to write in.

**PERCY JONES & Co.,**

*Makers of Twinlock  
Loose Leaf Binders,*

**15, Little Sutton Street, London, E.C.**

Telephones : CITY 3334, CITY 3335.  
Telegrams : JONES, CITY 3334.

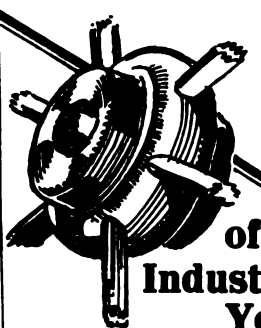
## Consider Western Africa

As a land of thirty million  
industrious people ; as a  
great outlet for British en-  
terprise ; as a consumer of  
everything from clothes to  
agricultural and mining  
machinery.

## Then Consider "WEST AFRICA"

As the only exclusively West  
African weekly ; as the sole  
means of approach to those  
people ; as THE medium  
to establish your trade firmly.

Rates on application to  
J. NOLAN, Advt. Manager,  
"West Africa," Temple Bar  
House, 28 Fleet St., E.C.



## The Hub

**of  
Industrial  
Yorkshire**

**THE** busy and prosperous towns of  
Brighouse, Elland, Rastrick, Hipper-  
holme, Greetland, Stainland, and  
many another throbbing hive of industry form,  
combined, the Hub of industrial Yorkshire—  
the very heart of the West Riding.  
This splendid field offers golden opportunities  
to advertisers, and can only be covered  
effectively through the columns of

**The Brighouse Echo  
and The Elland Echo**

the most influential journals circulating in the  
Elland Parliamentary Division.

PUBLISHING OFFICE - BRIGHOUSE



# TYRE FIRMS AT VARIANCE

## Alleged Libels in Advertisements

IN THE King's Bench Division, on February 12th and following days, before Mr. Justice Avory and a special jury, the Dunlop Rubber Co. claimed damages against the Michelin Tyre Co. for alleged libels in advertisements inserted in general newspapers and in technical newspapers connected with the motor-car industry.

Sir John Simon, in opening the case for the plaintiffs, said the libels consisted of advertisements attacking not the goods merely, but the good faith and honesty of the plaintiff company. One of the difficulties in the construction of tyres was the fastening of the outer covering to the metal rim. There was a method of doing that by the thickening of the edge of the cover which was fitted inside the metal rim; it was kept there by a greater thickness of the cover. The Dunlop Company developed a special tyre, of a grooved type, with a very thick outer covering, and grooves running across the tyre with additional thickness of the cover. The grooves served the purpose of standing strain and preventing slipping. More than 50 per cent. of the tyres made by the company were grooved tyres, but the Michelin tyre had not that particular feature.

In May, 1915, it became necessary for the plaintiffs to take notice of the Michelin advertisements. The plaintiff company had made immense quantities of grooved tyres for Army purposes, and these had been used for ambulance vans and for motors for war work. The Michelin advertisement of May, 1915, appeared in newspapers published in England and Scotland, and it pictured an ambulance van provided with grooved tyres broken down, and the wounded being carried off safely by a car fitted with tyres of the Michelin type. That, as did all the advertisements complained of, suggested that the Dunlop Company were cheating the public. The first of the advertisements was published in October, 1911, in the *Aulocar*. The imputation was that the plaintiffs made the grooved tyres with no object but to save rubber.

Having read passages from advertisements by the defendants to which exception was taken, the learned counsel said certain figures were set out to show that the buyer would pay more for less rubber, whereas the very contrary was the fact, and every manufacturer knew it well, but the uninitiated intending buyer could easily be deceived by technical details which seemed to mean the very opposite of what they really meant.

### THE BROKEN-DOWN AMBULANCE.

Then, finally, came the advertisement with its picture of the broken-down ambulance car, and its direct attack on the Dunlop tyre, with the British soldier waving his hand to welcome the arrival of the car with Michelin tyres which was to save him. The picture was entitled the "Rib of Life," and it suggested that the company were only concerned in profits without caring for the lives and safety of those who were doing ambulance work, or the wounded in the vans, and that they had supplied grooved tyres which endangered the lives and safety of soldiers, and were thus "tyres of

death" and had to be replaced by the "tyres of life"—the defendants' tyres.

The answer of the defendants to the plaintiffs' claim was that the advertisements did not refer to the plaintiffs and that what they advertised were not libels and that if they were they were merely retorts to what the plaintiffs had said against them, and their advertisements were therefore privileged. The plaintiffs said that if this were so it was still the Michelin Company that began it. The defendants relied on one of the plaintiffs' advertisements headed, "When the Truth is told." That advertisement was in 1915, when the British market was being flooded with American tyres. The plaintiffs were justified in advertising to that importation of foreign motor tyres at such time and in such circumstances, and in drawing the attention of the public to the injury which was being done to the home trade by the importation of foreign tyres. That was not an attack on the Michelin Company.

### THE CASE FOR THE DEFENCE.

Mr. Leslie Scott, K.C., in stating the case for the defence and the counter-claim of the Michelin Co., said the true position was that the Michelin Company had only advertised its own trade policy and criticised its rival's policy. If the jury were of opinion that in any one case the Michelin Company had exceeded these limits, and had conveyed an imputation against the Dunlop Company, he submitted that, having regard to the prolonged, bitter and at times venomous crusade carried on by the Dunlop Company, it was no wonder that now and then the "worm turned." The jury had to determine if there was anything showing that the Michelin Company meant to suggest that the Dunlop Company was dishonest. He submitted no such reflection was cast. In any case he would submit as a matter of law that the publications complained of were privileged, as they were replies to attacks by the plaintiffs on the defendants. If the Dunlops really thought that their honesty was impugned, why did they sit silent for years? It was the concentration on one policy and one article that enabled the defendants to reduce prices, and this drove Dunlops mad and led to the plaintiffs' attacks. Mr. Scott, in conclusion, criticised the Dunlop Company for attacking a company identified with Britain's great Allies, the French. Was British trade to be stained with the disgrace of an appeal to a nominal patriotism for business motives?

The Judge submitted these questions to the jury:

1. Did the defendants (Michelin) say more in their advertisements than was reasonably necessary to protect their own interests? Answer: Yes.

2. Were the defendants actuated by malice, that is to say, by any indirect motive other than the mere desire to protect their own interests? Answer: No.

Verdict for plaintiffs for £1,000 damages, and for the defendants on their counterclaim for £750 damages.

## SUBSCRIBERS' ADVERTISING

MESSRS. RUSTON, PROCTOR & CO., LTD., Lincoln, send us a copy of a booklet entitled "Practical Excavating" that they have prepared for the use of those interested in the problems of excavating in harbours and quarries, or who are engaged in removing slagheaps and the like. The brochure runs to over one hundred pages, and the admirable manner in which it is produced and its usefulness will ensure for it preservation and respectful attention. The pages measure about 9½ inches long by 7 inches wide, and a high-grade art paper has been used. This gives an excellent result for the many illustrations, so that they come out very brightly, their good appearance being heightened by a plain border of a cinnamon shade. The use of little illustrations in the ample margins adds much to the attractiveness of the pages. The booklet consists almost entirely of illustrations of the firm's steam crane navvies, and the text, save for the descriptions of the pictures, is mostly in 12-point Plantin old style, with chapter headings, initial letters, etc., in a deeper shade of cinnamon than for the borders. A heavy stone-grey paper, resembling crocodile hide, has been used for the outer cover, with an inner cover of the same shade. The covers slightly overlap the text pages. The whole production is a very fine piece of work.

MESSRS. J. & N. PHILLIPS & CO., LTD., wholesale drapers, Church Street, Manchester, send us a copy of a very handsome folder they have issued to advertise their show of spring goods to retail drapers. The folder, which measures 12½ inches wide by 20 inches long when fully opened, is printed on a ripple surface paper of a pale and rather golden brown. The front, as folded, presents a most dignified and severe but attractive appearance and with its coat of arms in colours and gold against a black background has all the impressiveness of a communication from some old corporate body rather than of advertising matter from a business house. A glance at the outside of the folder will certainly ensure attention for the inside. Here, again, four colours are used, but no gold, the type being in black and red, with chocolate border, a grey-blue being used for the decoration of the margin, whereon big guns and a big battleship are shown. This part of the design is kept low in tone, so as not to detract from the prominence which the text should enjoy. The letterpress is brief and to the point. The folder, where half opened, treats of the firm's roll of honour. Great taste marks the entire production.

THE GRAMOPHONE CO., Hayes, Middlesex, send us a copy of the first issue of their new house organ, *Voice*. In these anxious days of the war it is encouraging to note a big firm launching out on a new advertising

venture and turning out the work in such excellent style. In some introductory remarks Mr. Charles Frederick Higham, the editor, explains the reason for the publication of the booklet at the present moment. Having emphasised the British nature of the company, he says it is their intention that the house organ "shall be a means whereby they can get into closer and more personal touch with their wide clientèle—that it shall become a link binding together those dealers all over the country who act as distributing agents for the company's products. It is hoped that this house organ will go far toward creating that better and closer understanding between manufacturers and dealers which is essential if we are to build up a solid wall of resistance against any post-war renewal of foreign exploitation of the British buying public."

It need hardly be said that the matter and manner of production of *Voice* are alike good, for the reading matter is as interesting as the format of the booklet is excellent. The publication measures 6 inches wide by 9½ inches (sixteen pages and covers), and is bound in a white ripple-finish cover paper, a heavy glazed paper being used for the text in order to take the half-tone blocks which are used for illustration purposes. A second printing in green for initial letters, rules, etc., adds much to the attractiveness of the booklet. The greater part of the text is set in 18 and 14-point Caslon old face.

MR. W. E. CHADWICK, of 3, Chester Bridge, Crewe, forwards us a copy of a booklet he has issued about himself, as he is seeking a post as "works controller to a firm of good standing." This booklet he entitles "Appreciation from Charles Frederick Higham and Others." Mr. Chadwick has struck on a somewhat novel method of making known his qualifications for the post, and he may certainly be congratulated on the lay-out and general scheme for his booklet. Anyone who utilises his services may be sure that his promotion matter will be issued in the best style. The booklet, printed on a heavy white ripple-finish paper with plain overlapping covers, is essentially a *de luxe* production. There is one little criticism we feel disposed to offer concerning the choice of lettering for the headings, and that is a tendency to exaggeration, and sometimes the letters have an awkward way of falling about at different angles, which to us is a little distressing. Everything else is very nice, the margins ample, and the printing beautiful. The "appreciations" from Mr. Higham consist of two brief and courteous letters from him expressing approval of work which Mr. Chadwick has done. The employer who receives from Mr. Chadwick this booklet as a kind of letter of application for a vacant post will feel he is dealing with a man of originality.

## BUSINESS GOING OUT

The advertising of Cook's dried farm eggs (Messrs. Donald Cook & Son, Ltd.) is being prepared and placed by Messrs. S. H. Benson, Ltd.

The advertising of the Eagle and British Dominions Insurance Companies is being prepared and placed by the Dorland Agency.

Large spaces were taken, in some of the dailies on February 3rd, for the advertising of the new story "At the Mercy of Men," which started in *Lloyd's News* on the following day. Three or four columns were used for the printing of the first chapter, and displays were employed as well.

The advertising of the Universal Vacuum Bottle, for Messrs. Landers, Frary & Clark, 31 Bartholomew Close, is being undertaken by the British American Co. of the same address.

Messrs. John Bell & Croyden, Ltd., 50 Wigmore Street, W., are through Messrs. W. H. Smith & Son advertising their accouchement equipments.

Messrs. Smith's Agency are undertaking the advertising of the Veritine Treatment described as a scientific treatment for consumption, etc. The address of the advertisers is 57 Cold Bath Road, Harrogate.

The advertising of Cyona, an ointment for the cure of chilblains, is being undertaken by Messrs. G. Street & Co. for the proprietors, whose address is Aston, Wallingford, Berks.

Messrs. Street are undertaking the advertising of Connelly's Kippers for Messrs. H. Connelly, Bellgate, Lower Thames Street, E.C.

The New Destructor Co., Walter House, Bedford Street, Strand, are undertaking direct the publicity for the Horsfall Refuse Destructors.

We regret that through an error it was stated in our last issue that Messrs. C. F. Higham were placing the advertising of Mr. J. Hart Brittain. This firm are not responsible for the publicity in question.

Messrs. A. Hyams & Co. are undertaking for Farrow's Bank their advertisements of the new War Loan.

The advertising of Fortafix, a liquid cement, is being undertaken by Messrs. E. H. Jackson on behalf of the proprietors, Messrs. Benjamin & Co., of 61 St. Mary Axe, E.C.

The "Ten Bob" Fire, an apparatus which it is claimed saves coal, money and work if attached to a grate, is being advertised by Messrs. F. Mundy & Co., of Birmingham, on behalf of the makers, Messrs. Horrell and Bowman, of Birmingham.

Messrs. Pratt & Co. have been entrusted by Messrs. Masters, of Rye, with the publicity work of their British-made "Empire" boots.

The advertising of Messrs. Macniven & Cameron (Cameron fountain pens), F. S. Cleaver & Sons (Juvenia soap and ointment), and Field & Co. (Turban dates) is now in the hands of Messrs. Mather & Crowther.

## CHANGES in the ADVERTISING FIELD

Mr. Stanley Baxter, artist and designer for advertising purposes, has been called up for military service.

Mr. F. Meyrick, a director of Messrs. P. C. Burton & Co., and Mr. Alfred Leet, *The London Opinion* artist, have joined the Artists' Rifles.

Mr. J. C. Connor, late of *The Electrical Times*, has joined the staff of *The National Weekly*, till lately known as *British Supremacy*.

Mr. Peake-Jones, of the Avon Tyre Co., has been granted a commission in the Royal Flying Corps. He has not joined the Queen's Westminsters, as stated in our last issue.

Captain Charles Bridges, who rejoined the Army shortly after the outbreak of war, has been obliged by ill-health to resign his commission. He has joined the advertising staff of *London Opinion*.

Mr. Eric Warne, formerly chief assistant in the advertising department of Messrs. Martin's, and previously to that with the Norfolk Studio, is now serving in the Royal Flying Corps as a photographer.

Mr. Gabriel Costa has been appointed advertising manager of Messrs. Price's Patent Candle Co. For a number of years a member of the editorial staff of *The Daily News*, Mr. Costa has

spent some time in the Publicity Department of Messrs. W. H. Smith & Son, and has done good work for Messrs. Selfridge. Until recently he was one of the versatile contributors to the popular "Callisthenes" series of articles. Mr. Costa's early Press training should prove of special value in his new post. He has written a good deal and is an authority on Ghetto life in particular.

Mrs. Oliver Watts has taken up a position in the copy department of Messrs. Paul E. Derrick.

The business at present conducted under the name of the Scientific Advertising Co., 15 Castle Street, Dundee, will in future be carried on at the same address under the name of Mr. G. H. Milln, advertising service agent.

Mr. W. E. Chadwick has been secured by Mr. Paul E. Derrick to assist him in the Publicity Department of the National Service at the St. Ermin's Hotel, Westminster. Mr. Chadwick is responsible for all the mechanical detail of the production of copy for the press, pamphlets, posters and lay outs in all cases and all printed matter emanating from that source. Mr. Chadwick was at Crewe before accepting this appointment.

## A NEW ADVERTISING AGENCY

IT WILL be a matter of interest to our readers to learn that Mr. Ralph W. Thomas has just started business on his own account as an advertising agent, under the title of the



MR. RALPH THOMAS.

Winter Thomas Company, Ltd., with offices at Danes Inn House, 265 Strand.

Mr. Thomas, who carries with him every good wish for his success, is widely known in

advertising circles, where he is very popular. He first came to the front as chief of the W. E. Spiers copy department, and while there devised the very clever series of parodies of Gilbert and Sullivan verses to advertise Lucana Cigarettes. These parodies, which preserved the atmosphere of the original to a remarkable degree, were very favourably commented on in these pages at the time. After leaving this agency, Mr. Thomas was for a time on the advertising staff of *The Daily News*, and then, two years ago, joined the London Press Exchange, where he remained till he took the step we are now describing. Mr. Thomas has been responsible for all the recent advertising of Messrs. Austin Reed, and its merit is well known to publicity men. He is, too, a director of the firm of Messrs. J. L. Bragg, Ltd., manufacturers of Bragg's charcoal. An enthusiastic original member of the Publicity Club of London, Mr. Thomas was its chairman for a year in its early days. A good all-round man, he has specially proved his ability as an advertising campaigner, wherein he has done excellent work. He has always been an advocate of clean advertising, declining to handle quack medicines which claim to effect all sorts of marvellous cures. In his copy-writing Mr. Thomas has ever carefully avoided the use of exaggerated statements, and sought to convince by those quiet and thoughtful utterances of a moderate character which carry conviction with them.

Mr. Thomas has the advantage of starting with a strong financial backing.

## ADVERTISING "QUACK" MEDICINES.

THE QUESTION of the advertising of "quack" medicines was brought under the notice of Lord Rhondda (President of the Local Government Board) on January 24th, by a deputation from a number of local authorities and medical bodies, who submitted their reasons for urging that unqualified practitioners should be prevented from undertaking the treatment of venereal diseases. Among the members of the deputation were the Lord Mayor of Birmingham, representing the Association of Municipal Corporations, and Dr. E. B. Turner, chairman of representative meetings of the British Medical Association.

The Lord Mayor of Birmingham expressed the opinion of the Association that in order to protect the work of the local authorities quack advertisements should be suppressed and unqualified persons prevented from treating the cases.

Dr. Turner, on behalf of a very large body of

general practitioners, said it was extremely important, first of all, that the advertisements should be suppressed. That would draw the teeth of the unqualified persons, and perhaps lead to the stoppage of unqualified practice. But unqualified work must be prevented, and the British Medical Association felt that this was a matter in which the State should curtail the liberty of the subject to do what he liked with himself.

Sir Malcolm Morris expressed the hope that the president would introduce a Bill to suppress these persons.

Lord Rhondda, in the course of his reply, held out hopes of legislation being brought in at an early date to deal with the subject generally. He added that he had been greatly impressed by the agreement between the local authorities and the medical profession. He was perfectly satisfied that the doctors were actuated by considerations of State policy and not self-interest.

The *London Gazette* of January 31st contained the formal announcement that Sir John Alexander Dewar, Bt., upon whom his

Majesty has conferred the dignity of a baron, had taken the title of Baron Forteviot of Dupplin.

## ITEMS OF INTEREST

Sergt. J. Conway Price, advertisement designer, and now in the Welsh Guards, was mentioned in the last despatches for his good



SERG. J. CONWAY PRICE

work in France. He had the distinction of being the only non-commissioned officer in his brigade to be thus honoured. Mr. Price commenced his career as an advertising man by acting as an assistant to Mr. (now Major) H. C. Palmer, publicity manager of the General Electric Co., and in 1908 set up in business in Fleet Street on his own account. He soon built up quite a considerable connection, specialising in electrical advertising, and has executed designs for advertisements for well-nigh every electrical firm of repute in the country, having also done a good deal for the Dominions. At the outbreak of war Mr. Price sought to enlist that he might serve his country, but it was not till after he had been rejected by five boards that he was accepted. He has been in France with the Welsh Guards since August, 1915.

We offer congratulations to Major P. C. Burton, of the well-known Norfolk Street service agency, on his appointment as Deputy-Director of Labour with the B.E.F. It will be remembered that Major Burton joined up in the autumn of 1914 and has been abroad since last summer.

Lady Drogheda adopted a novel form of advertising to announce the aircraft exhibition she organised at the Grosvenor Gallery. Sandwichmen paraded the streets with kites above their heads on which were painted various kinds of aircraft.

Lieut. A. Reginald Courtenay, formerly acting manager of the Publicity Department of the General Electric Company, was married on February 3rd, at St. Paul's Church, Onslow Square, S.W., to Miss Edith Ashworth, daughter of Dr. J. Henry Ashworth, of Cliftonville.

Councillor T. P. Fletcher, of Blackpool, and Councillor J. C. Grime, of Manchester, have been appointed respectively president and vice-president of the Lancashire and Adjacent Counties Billposters' Association. Councillor Grime is also the president of the United Billposters' Association for the British Isles.

Messrs. Hampton's, Ltd., St. Dunstan's Press, London, have chosen for their 1917 calendar a Dutch subject of a very fresh and pleasing character. It is printed in a happy combination of line and colour.

It is with sincere regret we have to record the death, on January 28th, of Mr. A. Ahumada, who for the past eighteen months had been the advertising manager of *Colour*. Death was due to a severe attack of pneumonia, and occurred after an illness of only a few days. A man of energy and enterprise, and of very agreeable disposition, Mr. Ahumada had done excellent work for *Colour* since he joined it in August 1915, but the full fruits of his labours for that delightful paper had not been reaped at the time of his own premature end. Mr. Ahumada was only 38. For some years he had been associated with Messrs. Charles Pool, and he had also handled the advertising of Messrs. T. Lloyd & Co., of Oxford Street. Also recently he had been responsible for the "reader" advertisements



MR. A. AHUMADA

for the Blick typewriter, and for Dr. Goldberg. Another advertising enterprise he had undertaken had been that of "Palmine."

## NOTES ON MEDIA

A FURTHER advance to twopence has been made in the price of *The Times*, and another advance is foreshadowed, as its conductors are determined to restrict sales rather than emasculate the paper by the reduction of the news and other features.

### "THE TIMES"

At the close of last month a very fine forty-page engineering supplement was published, this being the annual review number. The issue was remarkable, among other things, for the number of influential engineering firms which took space in it, and among them may be mentioned Messrs. Robert Beldam, Cammell Laird, John Brown & Co., William Beardmore & Co., Hadfields, Phosphor Bronze Co., Boving & Co., Vickers, Sir William Arrol, and O. C. Hawkes. In the course of a thoughtful article dealing with "The New Factories," to which in the supplement the place of honour was given, the question of "intensive sales methods" was discussed, the writer urging the need for improved salesmanship and the importance of using the opportunity afforded by the close of the war for British makers to strengthen their foreign business enormously. The writer quoted the suggestion of a correspondent that even competitive works in the same district should discuss frankly, freely and at short intervals any improvements in workshop practice.

A GREAT measure of success has attended the efforts of *The Daily Express* on behalf of the

### "THE DAILY EXPRESS"

woman worker, as will be seen from the circular lately issued. The "women and their work" column was started rather more than a year ago, its object being to supply women seeking employment with reliable information regarding all branches of work in which their sex are engaged to-day, and the result has been that work has been found for thousands of women. More than 20,000 letters have been answered individually, not to mention thousands of letters sent to various societies and institutions dealing with women's professions and trades. A special feature of the work has been the individual attention bestowed on all who applied. Many letters have been received by *The Express* from institutions and influential persons acknowledging the good work done by this department of the newspaper.

To DIRECT attention to its claims for the support of advertisers the conductors of *The Daily Sketch* have issued a strikingly designed card to prospective clients. It urges that *The Daily Sketch* offers the best kind of service to advertisers desirous of reaching women readers throughout the

### "THE DAILY SKETCH"

kingdom. On behalf of *The Daily Dispatch* there has also been issued a card of the same size but different design to direct attention to the low rate per inch charged for advertisements in that popular medium which circulates so widely in one of the richest and most densely populated districts of England.

*The Glasgow Evening News*, by means of shilling funds, has raised fully £52,000 for war charities alone. The latest enterprises were connected with the Scottish Hospital for Limbless Sailors and Soldiers and "Jock's Box" (a Christmas gift scheme for the men on active service). To date the former fund stands at over £11,000, and money is still pouring in. *The News*, by the way, has been honoured by having a ward specially named in recognition of raising £10,000. Details have lately been published of the "Jock's Box" fund which has just closed a record season's work. In cash alone £7,184 were received—mostly subscriptions, ranging from threepence and sixpence to a shilling, among the artisans of Clydeside. In addition, hundreds of gifts in kind were sent to *The News*, and during the Christmas and New Year period seasonable parcels were sent to all theatres of war, as well as to our naval men, prisoners of war, wounded in hospitals at home and abroad, etc. Fully 70,000 men participated in the several consignments, which included a wide variety of articles.

### "THE GLASGOW EVENING NEWS"

THE price of *The Graphic* has been increased to sevenpence. In announcing this fact the

### "THE GRAPHIC"

Editor says, "The decision to increase the price which has been deferred for many months after the great increases in the cost of paper and printing has been taken reluctantly, but to keep *The Graphic* up to its usual standard of excellence, it is now found absolutely necessary to make the change, and we feel sure that our readers will continue the valued support which they have consistently given us for so many years. At the earliest moment we shall return to the sixpence which has been charged for *The Graphic* since its inception."

*The Field* is now published each week on Friday morning instead of on Saturday as heretofore, the change having come into effect on the 17th inst. The advertisement pages will, in consequence, close for Press each week on Wednesday.

*The Queen* also comes out now a day earlier,

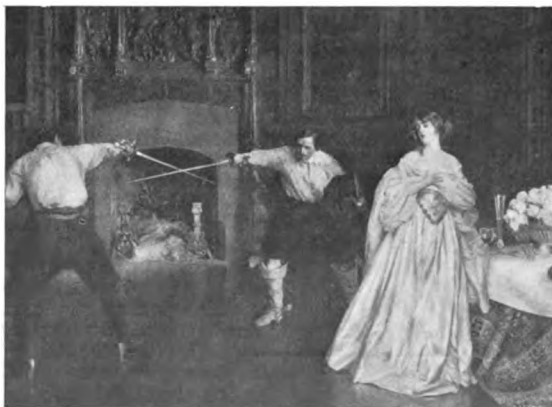
### "THE FIELD" AND "THE QUEEN"



for the issue dated Saturday is published each week on Thursday morning instead of on Friday as heretofore.

*The Tablet* has again been enlarged, four pages having been added to its size, and of the total amount of space in a recent issue thirteen pages were occupied by advertisements. This speaks a great deal for the influence of *The Tablet* as an advertising medium. It is interesting to note, by the way, that just lately this excellent paper reached its 4,000th issue. We offer our congratulations on so notable an occasion.

FOLLOWING upon the complete destruction of their premises and plant during the Dublin insurrection last year the proprietors of *The Freeman's Journal* set about the reorganisation of their series of publications and the equipping anew of premises, machinery, etc. A vast amount of organising work has been achieved in the interval, and the "new" *Freeman* and allied journals will take on a fresh lease of life under the most advantageous conditions. Important new staff appointments have been made, and the company has secured fine central offices in Westmoreland Street (a leading city artery) for the advertising and commercial departments. The head offices are situate in Townsend Street, and here the editorial and mechanical sections are housed. The *Freeman* publications are *The Freeman's Journal*, *The Evening Telegraph*, *The Weekly Freeman*, *The Sunday Freeman*, and *Sport*. *The Evening Telegraph*, which had to suspend publication some months ago, was always a most popular journal with the Irish public, and a recognised medium of value for all classes of advertising. The management claims that the new *Freeman* will be the greatest advertising medium in Ireland.



"THE DUEL"

By Cadogan Cowper, A.R.A.

In the early days of the war Britishers woke up to the fact that there was a place called Togoland by the announcement that our forces had captured it from the Germans, and then it was further discovered that it was situated in West Africa. But even of this wider section of our far-flung Empire people know very little, and so undoubtedly there is room for a new paper designed to tell the British public about West Africa as a whole, its resources, and the doings of its peoples. The new paper is entitled *West Africa*, and it made its appearance for the first time on February 3rd, being issued, price sixpence, from 28 Fleet Street. It was a happy thought to place on the front page of the paper a map of our own and adjacent territories in this part of the world. The paper is brightly and attractively written and may play a very useful part in educating the British public and promoting the interests of that part of His Majesty's Dominions. For business men having dealings with West Africa it should prove a useful advertising medium.



"ON DERWENTWATER"

By A. de Breanski, jun.

### Bovril Pictures.

WE ILLUSTRATE on this page two of the three bonus pictures which the proprietors of Bovril offer to their customers under the familiar terms. The full size of the gravure of the picture by Mr. Cadogan Cowper, A.R.A., is 27 inches by 19½ inches, exclusive of mount, and in the case of Mr. A. de Breanski's delightful painting, "On Derwentwater," the size of the gravure is 21 inches by 15 inches. Mr. Fred Morgan has again been requisitioned for a third picture. It is one of his popular child subjects and entitled "A Promising Recruit." All these pictures we are sure will be very popular with users of Bovril, and the fact that Mr. de Breanski has, like Mr. Morgan, also again been selected this year shows how much his work is admired.

# THE "ADVERTISING WORLD" LAW REPORTS

## Mr. C. F. Higham and Pathé Frères.

IN THE King's Bench Division, on February 1st, and following day, before Mr. Justice Bailhache and a special jury, Mr. Charles Frederick Higham and Messrs. Charles F. Higham, Ltd., advertising contractors, Imperial House, Kingsway, sued Pathé Frères Cinema, Ltd., and claimed damages for alleged breach of agreements. They also asked for a declaration that they were entitled to be indemnified in respect of advertising contracts entered into by them on behalf of defendants. Liability was denied by defendants, who contended that their late general manager had no authority to enter into the agreements. They also claimed for £4,400 alleged to have been paid to plaintiffs without their authority.

Plaintiffs were represented by Mr. Gore-Browne, K.C., Mr. T. Scanlan, and Mr. L. A. Crouch; and Mr. Hohler, K.C., and Mr. J. G. Joseph were for the defendants.

According to the evidence for plaintiffs, there was an interview between Mr. Higham and Mr. H. Dickson, defendants' general manager. An agreement, dated September 4th, 1915, was entered into, Mr. Higham being appointed advertising consultant for defendants in regard to the sale and letting of the rights of cinematograph exhibitions of films of "The Exploits of Elaine," "The Perils of Pauline," and "Who Pays?" His remuneration was to be £750. In November defendants proposed to issue about fifty films entitled "Pathé Gold Rooster Plays," and Mr. Higham was to receive a fee of £15 for each film issued. Thirty-six of these films had been issued. In January, 1916, Mr. Higham agreed to act as managing editor and publisher for a year of a weekly journal entitled *Cinegoer*, which was to push defendants' films. He was to receive £20 a week, and to make disbursements out of that sum of from £14 to £15 a week. He produced eleven issues of that journal, when it was stopped, and an end was put to the agreement. Defendants had refused to indemnify him in

respect of contracts made for future advertisements. Mr. Higham had received £200 under his first contracts, £30 in regard to the "Pathé Gold Rooster plays," and £20 a week for eleven weeks on account of *The Cinegoer* agreement. In the course of evidence which was given concerning the value of advertising, a witness admitted that a full-page advertisement in a London morning paper had yielded a return of £12,000.

Mr. Hedley Marshall-Smith, who was managing director of the defendant firm in 1915, stated that he went abroad on November 2nd, and he never knew of the alleged agreements until he returned in March, 1916. Mr. Dickson had no authority to enter into them, and he had admitted to witness that he had acted in contravention of his instructions. Speaking of the success of the film, "The Exploits of Elaine," witness said that the bookings in November had reached £100,000. Mr. Dickson had left defendants' employ. Witness did not think Mr. Higham had increased the turnover of the company.

The jury answered a number of questions which were left to them by his lordship in favour of the plaintiffs, with the exception of one question referring to the rendering of nett accounts. These they did not consider had been rendered in a proper manner. His lordship afterwards remarked that in his opinion defendants were entitled to determine the contracts. An account would be taken on the principle that Mr. Higham was entitled to an indemnity in respect of all forward contracts down to April 10, to all fees due to him prior to that date, and to be reimbursed all sums legitimately incurred before April 10. Nothing, his lordship added, could be recovered in respect of *The Cinegoer*, a journal which Mr. Higham had conducted for defendants, on the ground that the public were intended to be deceived as to its real character.

His lordship reserved final judgment, and the subject of costs until the account had been taken.

## Messrs. Hulton's Paper Supply.

IN THE Divisional Court, on January 24th, before the Lord Chief Justice, Mr. Justice Ridley and Mr. Justice Coleridge, Mr. G. A. H. Branson, representing the Treasury, mentioned the case of the King v. Sir Thomas Whittaker, M.P., Chairman of the Royal Commission for regulating the importation of paper. It will be recalled that under circumstances already reported in these columns and with which our readers are familiar a rule nisi was granted calling upon Sir Thomas to show cause why he should not be committed for alleged contempt of court in respect of circumstances connected with the supplies of paper to Messrs. Hulton. Mr. Branson explained that the rule

was applied for with the idea that certain action taken by Sir Thomas Whittaker, as chairman of the Royal Commission on Paper Supply, was dictated with a desire to influence an action pending before the Court. This was never Sir Thomas Whittaker's idea in any shape or form. All Sir Thomas was doing was the carrying out of his duty in a public position. Mr. Neilson, for Messrs. Hulton & Co., would now ask that the rule be discharged, Messrs. Hulton being satisfied with the explanation which had been given.

Mr. Neilson said the statement made by Mr. Branson was correct. Messrs. Hulton obtained the rule on the assumption from the letters which they had received from Sir Thomas Whittaker. These letters, *prima*

*facie*, contained the same evidence as was in the affidavit when the rule was obtained. In face of the complete disclaimer which had been made, Messrs. Hulton & Co. were now satisfied that no such intention existed on Sir Thomas Whittaker's part as was alleged. On behalf of his clients he concurred that the rule should be discharged, without costs.

The Lord Chief Justice, in directing that the rule be discharged, without costs, said he was not surprised at the result.

### Liability for Restoring Advertisement Sites.

IN THE City of London Court, on January 18th, before Mr. Assistant Registrar Tattershall, a claim was made by Mr. Ruben Glickenfried, 83 Newington Butts, S.E., against Mr. Hopton Hadley, advertisement consultant, 180 Fleet Street, E.C., for the sum of £5, the cost of restoring an advertisement site.

Mr. Daniel Ward, counsel for the plaintiff, said the side wall of the plaintiff's premises was let to the defendant, who had painted an advertisement of the Palladium. It was a very large affair. While the advertisement was left on the wall the plaintiff had to pay to the Borough Council a rate which was levied in consequence of the advertisement, of £2 5s. per quarter. When the tenancy was ended the defendant was applied to paint the advertisement out. Some correspondence took place with the defendant. Eventually, plaintiff was left with an advertisement painted on the side of his house, in respect of which he had to pay £2 5s. a quarter to the Borough Council. The plaintiff had had to have the advertisement painted out at a cost of £5, and for that amount the plaintiff was now suing.

The defendant said he was relying upon the contract which had been entered into. There was nothing in the contract about restoring the advertisement site.

The Assistant Registrar said it was understood or implied that when premises were vacated they had to be left in a fairly good state. The defendant had disfigured the whole of the side of the house with an advertisement. The plaintiff had given the defendant notice that the wall was to be restored to its original condition and the defendant could have saved himself the present trouble by removing the advertisement.

Mr. Ward said the defendant practically admitted his liability to remove the advertisement in certain correspondence he had written.

The defendant now contended that by a custom of the trade there was no liability on his part to restore the advertisement site unless there was a specific clause to that effect in the contract.

Judgment for plaintiff for £3 10s.

### Printing a Directory.

IN THE City of London Court, on January 19th, before His Honour Judge Rentoul, K.C., Messrs. Walter Perry & Co., Ltd., Helmet Buildings, Wormwood Street, sued Messrs. Miller, Son & Co., Ltd., printers, Norwich Street, Fakenham, for £50 damages for the wrongful detention of type.

Plaintiffs' case was that for some years defendants had printed for them *Perry's Directory*, of which the plaintiffs were the proprietors. Defendants were printers at Fakenham and Bream's Buildings. Plaintiffs had supplied the defendants with a quantity of type which was insured for £2,500. No charge was made for supplying the type or the blocks. Each year, after the Directory was printed, defendants were in the habit of breaking up the formes and keeping plaintiffs' type in columns packed away. Defendants could demand the type back if the Directory was not printed. Defendants agreed to warehouse the type free of charge so long as plaintiffs' Directory was printed by them. In July last plaintiffs asked for a quotation for printing and binding the Directory for 1917, and the defendants said they would do the work on similar lines to the previous year plus 5 per cent. increase. Plaintiffs refused to pay the extra 5 per cent. and asked for their type and blocks to be handed over to the Carlton Press. Defendants said plaintiffs could not have the type belonging to them for less than £60 or £70, and that it would take two months to separate plaintiffs' type from the defendants' type. Plaintiffs could not get the type, and in the end they paid defendants £30 in order to get it. The plaintiffs now claimed the return of that as well as £20 damages for the inconvenience to which the defendants had put them. Plaintiffs' portion of the property weighed sixteen tons.

For the defence Mr. McIntosh, defendants' managing director, and Mr. Cadge, defendants' foreman, urged that with the plaintiffs' type was a quantity of defendants' leads, etc., which would cost about £90, and to save the interest on that amount it would cost £50 in labour to take the leads out and put them back again after the type had been used for a year.

Judgment was given for the plaintiffs for £5 and costs.

### Discount Dispute.

IN THE City of London Court, on January 25th, before Mr. Assistant Registrar Tattershall, Ralph Simons, 4 and 5 Pilgrim Street, sued the Electrical Press, Ltd., Fisher Street, Kingsway, for £5 8s. balance of account for paper supplied. The whole question was one of discount. The plaintiff's terms as printed on his invoices showed an allowance of 5 per cent. if paid within a month and after that time 2½ per cent. There were two orders affecting the case, one for £72 2s. 7d., dated February 14th, 1916, goods delivered April 26th and paid for on July 11th (two months and fifteen days after supply). The other for £143, ordered July 11th, 1916, and delivered July 28th, and payment made on October 10th (two months and thirteen days after supply). The defendants still claimed 5 per cent. discount, notwithstanding the time taken for payment. They had been allowed 2½ per cent. The defence was that in the order sent to the plaintiffs defendants had written 5 per cent. and imagined it held for any time, and they contended that the plaintiff if he objected to 5 per cent. should have returned the order and not executed it.

The Assistant Registrar pointed out that there was no necessity to return the order as the 5 per cent. was in accordance with the plaintiff's view if paid in a month. The plaintiff might well have read defendant's terms of 5 per cent. as according to the monthly settlement. The defendants had in print before them the definite terms of plaintiff's firm and if they chose to think that the allowance held good for all time they were wrong. Judgment for plaintiff for balance of claim.

### Advertising on Match-boxes.

IN THE City of London Court, on January 29th, before His Honour Judge Atherley-Jones, K.C., and a jury, the Art Reproduction Co., Ltd., colour printers, 8 and 4 Plough Court, Fetter Lane, E.C., brought an action against the Enamo Co., Ltd., 61 Caxton Road, Wimbledon, to recover £58 18s. 7d. on a bill of exchange. Mr. Doughty, for the defendants, admitted the bill, and the only defence was as to £6 for which defendants had admitted credit from the plaintiffs. The £6 was for bad work which had landed defendants, he said, in very heavy loss.

Mr. Comyns Carr, for plaintiffs, said he did not agree that the credit was now admitted. Defendants were dealers in making cheap match-boxes and cigarette cases or holders. They obtained from the plaintiffs coats of arms of various regiments in the Army or other decorative advertising matter which they wanted to put on the cases. That was printed on art paper and fitted on to tin holders. Then they were enamelled over, with the result that the complete article looked as if it was entirely enamel work. Plaintiffs had

done a quantity of work for the defendants for which their total account amounted to £107 17s. 9d. Against that they had credited £6. It was agreed that the defendants were entitled to a credit of £6 in respect of 160,000 match-box cases. They also gave defendants credit for £21 4s. 6d. in respect of cigarette cases in which the work was bad. Defendants gave a bill for £58 16s. which had been dishonoured and plaintiffs were suing on that. But defendants could not deduct the £6 from the £58 16s. Defendants owed plaintiffs fully £20 beyond the £58 16s. sued for. The order for the matters in dispute was given on August 11th by the defendants ordering 1,000 each of sixteen different kinds of cigarette labels, each of them consisting of the coats of arms of some regiments in the Army. They were printed by the plaintiffs in large sheets. The sheets were sent out by the plaintiffs to another firm to cut them. The whole trouble arose because the people did not cut them exactly in the centre. The bill had been paid into the bank, and it was dishonoured then and on subsequent presentation. Defendants now counter-claimed £58 2s. 6d., which overtopped plaintiffs' claim, including £36 for cigarette cases refused by defendants' customers, £7 10s. for material spoiled, and £6 5s. for loss of profit.

Judge Atherley Jones could not see how the defendants could recover for the waste of material. Defendants were palpably wrong in making up the match-boxes or the cigarette boxes, and yet they made up something which they thought they could palm off on their customers, and it was wholly unserviceable.

The jury found for the plaintiffs on the claim for £47 18s. 9d., and on the counter-claim, with costs.

## COMPANY MEETINGS AND REPORTS

### Messrs. Selfridge & Co.

The annual report of Messrs. Selfridge & Co. shows that the net profit for the year ending January 31st, 1917, after payment of all expenses, amounts to £225,137. To this sum has to be added the amount brought forward from last year's accounts, £78,730, making a total of £303,867. After paying the debenture interest for the year, £18,175, and the Preference dividend, £42,000, providing £36,000 for depreciation, writing down investments, etc., and reserving the sum of £35,000 for the excess profits duty, a sum of £10,500 is appropriated to pay the year's income tax on the Preference shares, so that the holders on the register on September 30th, 1916, will receive a refund of the income tax deducted at that time, and the dividend payable on March 31st, 1917, will be paid in full without deduction of income tax, and a dividend of 7 per cent. is paid on the Ordinary shares, amounting to £35,000, the balance, £127,192, being carried forward to next year's accounts.

Last year the profits amounted to £150,222, the Ordinary dividend was at 6 per cent., and the balance carried forward £78,730.

### Harrods' Stores.

THE NET profits for the year ending January 31st amounted to £235,046, as compared with £202,883 for the previous year. The directors recommended the payment of a dividend of 10 per cent. on the ordinary shares, making 15 per cent. for the year. In 1915, £48,000 was transferred from reserve and the dividend was 20 per cent.

### Messrs. Freeman, Hardy & Willis.

SPEAKING AT the annual meeting of the shareholders of this company on January 24th, the chairman of directors, Ald. J. North, said the report showed a net profit of £118,006 and £52,524 was brought forward from the previous year. An interim dividend of 12½ per cent. for the half year had already been paid on the ordinary shares and it was proposed to pay another dividend at the same rate for the second half of the year. A 5 per cent. bonus would also be paid to the ordinary shareholders. There would also be a bonus to employees of £5,625. The carry forward would amount to £57,293. The profits of the past year constituted a record in their history. The report was unanimously adopted.

# Mr. Chairman and Gentlemen !

## THE ALDWYCH CLUB

### Denmark and the War.

A MOST interesting address was delivered at the Aldwych Club Debating Circle meeting on January 30th, when Mr. Axel Gerfalk, a well-known Danish author, spoke on "Denmark and the War." Mr. G. Binnie Dibblee presided, and referred to Denmark as extraordinarily sympathetic to the cause of the Allies.

Mr. Gerfalk said the Danes were suffering all the sorrows of war and had none of its glories, for many of her men against their will were fighting on the wrong side. There had been killed four times as many Danes in this war as in the war of 1864. The Danes looked to England now because they always loved her and they were brothers in arms and of the same race. Referring to the war of 1864 the speaker said France shirked her duty then in refusing to support Lord Palmerston when he wished to fight against Prussia. She had suffered from shirking her duty. Delane played an important part with *The Times* in the days of the war of 1864, but he was "small beer" compared with Lord Northcliffe, the present ruler of the paper. After the Franco-Prussian War the Danes realised that their desire of revenge and getting back Schleswig-Holstein was hopeless. Alluding to the present war the speaker asked what could Denmark now do? She would be overrun at once if she joined the Allies and the latter could only come afterwards and drive the Germans out. No Danish Government would dream of entering the war, for the whole country would rise against it, remember-

ing the sorrows of the war of 1864. Any German in the Danish part of Schleswig was absolutely boycotted, so determined were the Danes to maintain the Danish sentiment. For Denmark to join the Allies would mean too that they would have to fight their own countrymen in Schleswig-Holstein forced to join the Germans. The speaker went on to refer to the loyalty of the Danes to England in refusing to send their produce to Germany, though the Germans offered them an advance of 15 per cent. on any price which the English would pay. The British blockade had been practically air-tight even from the beginning, despite statements made to the contrary. People still believed in England that the goods sent to Denmark were transhipped to Germany, but it was not so. The supervision was extremely severe, and though there were scoundrels who broke the law their punishment was very heavy. The price of food in Denmark had gone up during the war and he had known beef to be sold at 5s. a pound. Many other things were very expensive, or impossible to obtain. Though Denmark was neutral by circumstances her sympathies were entirely with the Allies, and the war had taught them that they must get away from the German system of education which they had liked before the war. The British system of education was what they admired, though the practice of it was not always good.

Hearty thanks were expressed to Mr. Gerfalk for his address.

### The Mental Factor.

AT THE meeting of the Debating Circle on January 23rd, Mr. Frank Roscoe, Secretary of the Teachers' Registration Council, and late Principal of the Training College, Birmingham University, spoke on "The Mental Factor in Business." The chair was taken by Mr. Sydney Walton, of the Ministry of Munitions, who urged the importance of creating a thoroughfare between the University and the business of the country. Mr. Roscoe's address was mainly a plea for making education more practical. He regretted the snobbishness which made many men who had had a university training look down on a business career, but said he thought the university man who entered commerce would make a very valuable business man if he would be prepared to learn, though at first he might have a very unpleasant time. They wanted in education to consider the usability of subjects.

Great interest was shown in the address given on February 9th by Mr. Hamilton Fyfe, *The Daily Mail* war correspondent. The address was delivered after a lunch at the Connaught Rooms, at which Lord Northcliffe presided. Mr. Fyfe had been in Russia and Roumania since the outbreak of hostilities.

### A National Trade Policy.

The address at the meeting on the 6th was given by Mr. E. P. Benn, a director of Messrs. Benn Bros., Ltd., the chair being taken by Mr. W. T. Harverson. Mr. Benn's theme was "A National Trade Policy." He explained that he had chosen his text from a comment which appeared in one of a series of articles in *The Times*, entitled "Reconstructions." In our national method of reconstruction there was a lack of organisation. In several industries trade had been driven out of the country by capitalists or operatives, the former by holding that trade was not sufficiently profitable, and so transferring capital abroad, and the latter by demanding impossible conditions. Trades should have councils of men in the trades, and elected by members of the trades, and then the councillors could be relied on to act in the interests of the trade as a whole. Such a council would be in a position to promote trade abroad. One mistake Great Britain made was to appoint consuls who did not understand business. An advertising committee could be appointed by each trade to advise on the selling of goods at home and abroad. Factories should be organised to increase their output.

# THE MOTOR ADVERTISING MANAGERS

## How to carry on an Overseas Advertising Campaign.

AT THE monthly meeting of the Society of Motor Advertising Managers at the Aldwych Club, on Friday evening, February 9th, under the presidency of Mr. A. F. Ilsley, an interesting paper was read by Mr. H. O. Davies, of Messrs. J. I. Thornycroft & Co., Ltd., on "How to Carry Out a Successful Overseas Advertising Campaign."

The Chairman, in opening the proceedings, said they had elected two new members, Mr. Silcock, of Messrs. Tillings-Stevens, Ltd., and Mr. Penfold, of the Sphinx Manufacturing Co.

Mr. Davies, in the course of his address, said:—

"To obtain a share of the world's trade each firm must at an early date launch an extensive scheme of foreign advertising to combat the various forces that have sprung up during the past three years by foreign competitors who have captured so largely the motor trade.

"Proverbially, we are a nation slow in being aroused, but once aroused, as the past thirty months have proved, we become a mighty power, and eventually come out top. I am therefore quite convinced that if this Overseas business is tackled with vigour we shall have naught to fear from our foreign competitors. Taking for granted that the advertiser has had stipulated to him a certain sum to spend, his manager should first consider the markets of the world.

"The markets of the civilised world can be reached in much the same degree as we should cover our own home markets.

"Local conditions, to my mind, divide themselves into two classes, namely, Financial and Physical.

"There are places where orders would come freely, but import duties make the price of our goods prohibitive against similar goods manufactured in that country.

"Careful study should therefore be made of the value of importations during a previous period to the particular district in which you are interested.

"From these comparative figures you are at once given a guide to those States where money is circulating and also to some extent the proportion of your expenditure to the markets. The physical conditions of the country must also be considered. There are markets that, from all outward appearances, would seem good, yet are quite unsuitable on account of conditions prevailing in that certain locality. Bad roads and mountainous districts are not conducive to pleasure driving with a car, or for easy transport of goods by heavy motor lorries.

"It would be well, too, before definitely fixing your centres of activities to study briefly the local customs of the people in that particular centre. Languages, perhaps, form one of the most difficult problems to the advertiser. If he wants to get right home to the potential buyer he must get at him through his paper and speak to him in his own tongue.

"Generally speaking, Overseas advertising is not expensive, but I leave out of this reckoning any United States papers. Therefore £1,000 would go further than one would at first anticipate; but do not be led too much by definite results for curtailing or increasing the expenditure. Be quite convinced that your proportions of expenditure from conditions first considered are correct, and leave results to themselves. In choosing suitable media, you are confronted with a multitude of papers, their numbers are legion; but a little sifting will soon bring down those numbers to a few really good high class papers, printed locally and distributed locally. Then there is a large number of what I may term International journals, whose publications spread to all quarters of the globe and are read widely.

"As to style of 'copy,' let it be borne in mind that in many districts where you intend to advertise, your name is practically unknown among the vast populations of the world, and unless your advertisement has about it that something which makes it different from its neighbour, your announcement will pass quickly out of mind. Don't let your advertisement lack an illustration of some kind—the appeal through the eye has a far more lasting impression than that through the ear.

"If you are advertising a car or a lorry to a South American reader, let the advertisement contain a 'live' picture of a car and, if possible, one in use in a South American town; even if the picture is poor it will have more interest displayed in it than in a highly retouched photograph. As regards 'copy,' my opinion is that too much technical detail is undesirable; rather state your rates in an interesting form, introducing, if possible, something applying to the locality.

"Get good translations of your advertisement made by a native of the particular country you are to advertise in; it may cause more trouble to obtain this, but you will be saved from many difficulties which only personal experience reveals, by trying to get the work done through a medium at this end.

"Should any gentleman be contemplating a new district or town to be represented in and seeks for guidance, we are happily helped by our own Board of Trade, who have at their Commercial Intelligence Department Consular records of each district, which records usually include a very full statement of the needs and conditions of each district and give lists of those papers which command a reliable circulation.

"No scheme of publicity by means of the press is complete unless suitable literature is prepared to be used in following up enquiries. We look at Germany's commercial prosperity prior to the war, and from it can learn many lessons. It cannot be too emphatically stated that to advertise abroad successfully is a question of beating your competitor on all points; advertisement 'lay out' and 'copy,' follow up system, catalogue and other literature.



"The catalogue, to most of us, is our silent commercial traveller, yet with care and thought in its preparation it may become our loudest speaking and liveliest representative. Set your goods out in the best style in your catalogues, mark them clearly, describe them well, and, above all, say all this in the vernacular of the country to which the book is sent.

"Having carefully considered your proposition and then appropriated your expenditure, you must look to final results through the medium of good representation. First, provide good facilities for distributing your goods. The American advertises, and without waiting for definite orders, sends his goods to his appointed distributing agents and by the time the potential buyers are ready with minds made up, the goods are—figuratively speaking—on their doorsteps. Doesn't that seem business? Compare some of our methods! We advertise—an enquiry comes—the reply goes back—the order is sent, and in due course the customer

gets his car, or whatever he may have ordered. During this same period, by means of better methods of distribution, twenty American cars have been sold to our one.

"It resolves itself into a question of good distributing agents, who, with you, are to co-operate in selling. This agent is an essential part of your selling scheme abroad, he should be helped, encouraged and inspired by the head office. Mark out carefully his territory, back him up with good publicity, supply him with good selling literature and then see that he gets a 'move on.' If, after having given him all the assistance you can, results do not come, terminate his agreement.

"As a link between the head office and the agent abroad, have your paid representatives on the spot with the entire oversight to large territories in order that they can go round from point to point assisting agents, opening up new ground and appointing suitable new agents when required."

A discussion followed.

## THE SALES MANAGERS' ASSOCIATION

Mr. E. T. Nind advocates a British Trade Mark.

MR. THOMAS RUSSELL presided at the fifty-eighth meeting and dinner of the above Association, held on January 18th, at the Holborn Restaurant.

The chief subject under discussion was "A National British Trade Mark," which was introduced by Mr. E. T. Nind. Mr. Nind's views on the subject have already been recorded in our columns, and his address given at the Aldwych Club was reported in our November issue.

In the discussion which followed Mr. Evans Jackson said the question of a trade mark had interested him for thirty years. It was not the manufacturers who objected to it, but the Manchester merchants and the Manchester Chamber of Commerce. He advocated an Imperial trade mark.

Mr. Daniells (of the Ingersol Watch Co.) observed that the greatest thing we ever did for Germany was to compel her to brand her

goods "Made in Germany," which was the best-known trade mark in the world to-day, and in some cases the most despised. He suggested that the British trade mark should be the words "Made within the Empire."

Mr. Chas. F. Higham said the British manufacturer needed to realise that he was in business for his country, and meet competition by means of production.

Mr. W. H. Beable thought a trade mark might very well be confined to this island, with the Colonies working out their own salvation.

Mr. F. R. Jones advocated some simple form of words to embrace the whole Empire.

Mr. Barton Kent said a figurative design was better than words for those foreign places where goods were known by distinctive signs.

Mr. Stevens urged that the British manufacturer could beat the German every time, but the trouble was he would not do it.

## ASSOCIATION OF ADVERTISING WOMEN

THE ASSOCIATION of Advertising Women was addressed at its meeting in February by Mr. Charles F. Higham, on "The Value of the House Organ." Mr. Higham prefaced his subject by a few general references to the value of attractiveness in all classes of printed matter, and gave it as his opinion that 75 per cent. of the money spent in printing was wasted, because of its unattractive appearance. The percentage in America was possibly lower, because business men there were more willing to listen to the suggestions of the expert, and to make the necessary outlay to get the right thing.

The speaker then outlined briefly the general nature of the house organ, and its main objects (for staff, dealers, clients or public). As to how large the firm should be in order to run a house organ successfully, he

said it should have over 100 employes, 80 travellers, or 500 or more shops. The cost of producing a 12-page house organ under present conditions, printing 1,500 copies, was averaged at £35 monthly, and postage.

Mr. Higham displayed several leading house organs, and remarked that on the whole the standard of production seemed on the up-grade since the war began. Above all things, it was important to keep a successful house organ going at the present time, even at a seeming loss in production. To cease any house organ which had found its willing audience was to lose infinitely more than would be gained by keeping the cost of production in pocket "till after the war."

Several members raised questions which Mr. Higham answered, and the discussion was one of evident interest to all.

# THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending January 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

## THE DAILY NEWSPAPERS (COLUMNS)

Date	Times	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
Dec. 23	D. 9½ 19 C. 18½ 16½	D. 8½ 18½ C. 16½ 16½	D. 11½ 11 C. 11½ 11	D. 1 5 C. 3½ 3½	D. 2½ 2½ C. 2½ 2½	D. 8½ 3 C. 1½ 1½	D. 5½ 5½ C. 2½ 2½	D. 4 7½ C. 3 3	D. 7½ 9½ C. 4½ 4½	D. 6 3½ C. 4½ 4½
26	D. 13 15½ C. 19½ 19½	D. 3½ 3½ C. 19½ 19½	D. 2½ 10 C. 10 10	D. 7 4 C. 4 4	D. 7½ 9½ C. 2½ 2½	D. 3½ 3½ C. 1½ 1½	D. 5½ 5½ C. 2½ 2½	D. 6½ 6½ C. 3 3	D. 10½ 10½ C. 5½ 5½	D. 4½ 4½ C. 4½ 4½
27	D. 13 15½ C. 19½ 19½	D. 13 15½ C. 19½ 19½	D. 8½ 8½ C. 14 14	D. 4 4 C. 4 4	D. 10½ 10½ C. 10½ 10½	D. 8½ 8½ C. 1½ 1½	D. 11½ 11½ C. 3 3	D. 6½ 6½ C. 4½ 4½	D. 10½ 10½ C. 10½ 10½	D. 4½ 4½ C. 4½ 4½
28	D. 8 16½ C. 15½ 15½	D. 13 21 C. 21 21	D. 5 12½ C. 12½ 12½	D. 5 5 C. 5 5	D. 10½ 10½ C. 10½ 10½	D. 8½ 8½ C. 1½ 1½	D. 11½ 11½ C. 3 3	D. 8½ 8½ C. 4½ 4½	D. 10½ 10½ C. 10½ 10½	D. 5 5 C. 4½ 4½
29	D. 43½ 15½ C. 21½ 21½	D. 21 23½ C. 23½ 23½	D. 5 12½ C. 12½ 12½	D. 5 5 C. 5 5	D. 10½ 10½ C. 10½ 10½	D. 8½ 8½ C. 1½ 1½	D. 11½ 11½ C. 3 3	D. 8½ 8½ C. 4½ 4½	D. 10½ 10½ C. 10½ 10½	D. 5 5 C. 4½ 4½
30	D. 31½ 21½ C. 21½ 21½	D. 14½ 24½ C. 24½ 24½	D. 2½ 14½ C. 14½ 14½	D. 5½ 5½ C. 5½ 5½	D. 10½ 10½ C. 10½ 10½	D. 8½ 8½ C. 1½ 1½	D. 11½ 11½ C. 3 3	D. 14½ 14½ C. 2 2	D. 10½ 10½ C. 10½ 10½	D. 1 2 C. 1 2
1917										
Jan. 1	D. 53½ 22½ C. 22½ 22½	D. 1 33½ C. 33½ 33½	D. 13 16 C. 16 16	D. 5 5 C. 5 5	D. 18 3 C. 3 3	D. 10 10 C. 1 1	D. 18½ 18½ C. 3½ 3½	D. 24½ 24½ C. 3½ 3½	D. 15 15 C. 15 15	D. 8½ 8½ C. 8½ 8½
2	D. 11½ 22½ C. 22½ 22½	D. 13½ 36½ C. 36½ 36½	D. 5 25½ C. 25½ 25½	D. 4½ 4½ C. 4½ 4½	D. 20 20 C. 20 20	D. 10 10 C. 1 1	D. 10½ 10½ C. 6½ 6½	D. 9½ 9½ C. 5 5	D. 17½ 17½ C. 17½ 17½	D. 7½ 7½ C. 7½ 7½
3	D. 11½ 22½ C. 22½ 22½	D. 13½ 36½ C. 36½ 36½	D. 17 17 C. 17 17	D. 4½ 4½ C. 4½ 4½	D. 20 20 C. 20 20	D. 10 10 C. 1 1	D. 10½ 10½ C. 6½ 6½	D. 9½ 9½ C. 5 5	D. 17½ 17½ C. 17½ 17½	D. 7½ 7½ C. 7½ 7½
4	D. 12½ 27½ C. 27½ 27½	D. 7 35½ C. 35½ 35½	D. 8½ 20 C. 20 20	D. 7½ 7½ C. 7½ 7½	D. 10½ 10½ C. 10½ 10½	D. 10 10 C. 1 1	D. 11½ 11½ C. 11½ 11½	D. 7½ 7½ C. 4½ 4½	D. 18 18 C. 18 18	D. 8½ 8½ C. 8½ 8½
5	D. 9½ 20½ C. 20½ 20½	D. 11½ 28½ C. 28½ 28½	D. 5½ 13½ C. 13½ 13½	D. 2½ 2½ C. 2½ 2½	D. 11½ 11½ C. 11½ 11½	D. 8½ 8½ C. 1 1	D. 12½ 12½ C. 12½ 12½	D. 10 10 C. 4 4	D. 17½ 17½ C. 17½ 17½	D. 6½ 6½ C. 6½ 6½
6	D. 13 22½ C. 22½ 22½	D. 13½ 28½ C. 28½ 28½	D. 15½ 15½ C. 15½ 15½	D. 1 5½ C. 5½ 5½	D. 9 9 C. 9 9	D. 10 10 C. 1 1	D. 8½ 8½ C. 15½ 15½	D. 8 8 C. 22½ 22½	D. 16½ 16½ C. 16½ 16½	D. 5 5 C. 9½ 9½
8	D. 19½ 21½ C. 21½ 21½	D. 23½ 33½ C. 33½ 33½	D. 17 17 C. 17 17	D. 5½ 5½ C. 5½ 5½	D. 19½ 19½ C. 19½ 19½	D. 10 10 C. 1 1	D. 15½ 15½ C. 15½ 15½	D. 22½ 22½ C. 4½ 4½	D. 9½ 9½ C. 9½ 9½	D. 9½ 9½ C. 9½ 9½
9	D. 13½ 26 C. 26 26	D. 23½ 33½ C. 33½ 33½	D. 5½ 27½ C. 27½ 27½	D. 4½ 4½ C. 4½ 4½	D. 19½ 19½ C. 19½ 19½	D. 10 10 C. 1 1	D. 15½ 15½ C. 15½ 15½	D. 22½ 22½ C. 4½ 4½	D. 9½ 9½ C. 9½ 9½	D. 9½ 9½ C. 9½ 9½
10	D. 11½ 22½ C. 22½ 22½	D. 13½ 36½ C. 36½ 36½	D. 21½ 21½ C. 21½ 21½	D. 5½ 5½ C. 5½ 5½	D. 19½ 19½ C. 19½ 19½	D. 10 10 C. 1 1	D. 15½ 15½ C. 15½ 15½	D. 22½ 22½ C. 4½ 4½	D. 9½ 9½ C. 9½ 9½	D. 9½ 9½ C. 9½ 9½
11	D. 14½ 20 C. 20 20	D. 13½ 36½ C. 36½ 36½	D. 5 21½ C. 21½ 21½	D. 3½ 3½ C. 3½ 3½	D. 20½ 20½ C. 20½ 20½	D. 10½ 10½ C. 10½ 10½	D. 11½ 11½ C. 11½ 11½	D. 8½ 8½ C. 11½ 11½	D. 19½ 19½ C. 19½ 19½	D. 10½ 10½ C. 10½ 10½
12	D. 14½ 20 C. 20 20	D. 13½ 36½ C. 36½ 36½	D. 5 21½ C. 21½ 21½	D. 3½ 3½ C. 3½ 3½	D. 20½ 20½ C. 20½ 20½	D. 10½ 10½ C. 10½ 10½	D. 11½ 11½ C. 11½ 11½	D. 8½ 8½ C. 11½ 11½	D. 19½ 19½ C. 19½ 19½	D. 10½ 10½ C. 10½ 10½
13	D. 13½ 22½ C. 22½ 22½	D. 17½ 27½ C. 27½ 27½	D. 9½ 16½ C. 16½ 16½	D. 6½ 6½ C. 6½ 6½	D. 19½ 19½ C. 19½ 19½	D. 7 7 C. 7 7	D. 23½ 23½ C. 2 2	D. 23½ 23½ C. 14½ 14½	D. 18½ 18½ C. 18½ 18½	D. 9 9 C. 9 9
15	D. 20½ 19½ C. 19½ 19½	D. 27½ 33 C. 33 33	D. 17½ 17½ C. 17½ 17½	D. 4½ 4½ C. 4½ 4½	D. 19½ 19½ C. 19½ 19½	D. 7 7 C. 7 7	D. 23½ 23½ C. 2 2	D. 23½ 23½ C. 14½ 14½	D. 18½ 18½ C. 18½ 18½	D. 9 9 C. 9 9
16	D. 19 24½ C. 24½ 24½	D. 11 38½ C. 38½ 38½	D. 5½ 27½ C. 27½ 27½	D. 4½ 4½ C. 4½ 4½	D. 19½ 19½ C. 19½ 19½	D. 7 7 C. 7 7	D. 23½ 23½ C. 2 2	D. 23½ 23½ C. 14½ 14½	D. 18½ 18½ C. 18½ 18½	D. 9 9 C. 9 9
17	D. 12 24½ C. 24½ 24½	D. 19 34½ C. 34½ 34½	D. 6½ 18 C. 18 18	D. 5 5 C. 5 5	D. 19½ 19½ C. 19½ 19½	D. 7 7 C. 7 7	D. 23½ 23½ C. 2 2	D. 23½ 23½ C. 14½ 14½	D. 18½ 18½ C. 18½ 18½	D. 9 9 C. 9 9
18	D. 13½ 23½ C. 23½ 23½	D. 8½ 33½ C. 33½ 33½	D. 5½ 20½ C. 20½ 20½	D. 4½ 4½ C. 4½ 4½	D. 20½ 20½ C. 20½ 20½	D. 10 10 C. 10 10	D. 11½ 11½ C. 11½ 11½	D. 10½ 10½ C. 10½ 10½	D. 22½ 22½ C. 22½ 22½	D. 8½ 8½ C. 8½ 8½
19	D. 9½ 25½ C. 25½ 25½	D. 13½ 27½ C. 27½ 27½	D. 5½ 13½ C. 13½ 13½	D. 5 5 C. 5 5	D. 19½ 19½ C. 19½ 19½	D. 10 10 C. 10 10	D. 11½ 11½ C. 11½ 11½	D. 10½ 10½ C. 10½ 10½	D. 22½ 22½ C. 22½ 22½	D. 8½ 8½ C. 8½ 8½
20	D. 3½ 25½ C. 25½ 25½	D. 6½ 31½ C. 31½ 31½	D. 3½ 14 C. 14 14	D. 1½ 1½ C. 1½ 1½	D. 18½ 18½ C. 18½ 18½	D. 9½ 9½ C. 9½ 9½	D. 14½ 14½ C. 8 8	D. 10½ 10½ C. 10½ 10½	D. 22½ 22½ C. 22½ 22½	D. 3 3 C. 3 3
22	D. 10½ 21 C. 21 21	D. 13½ 32½ C. 32½ 32½	D. 8 16 C. 16 16	D. 4½ 4½ C. 4½ 4½	D. 19½ 19½ C. 19½ 19½	D. 9½ 9½ C. 9½ 9½	D. 13½ 13½ C. 13½ 13½	D. 12½ 12½ C. 12½ 12½	D. 20½ 20½ C. 20½ 20½	D. 9½ 9½ C. 9½ 9½
Total ...	480½ 538½	425½ 745½	149 425½	118½ 122½	400½ 60½	219½ 27½	279½ 62	287½ 96½	322½ 352½	178½ 21½

WIRE OF COLUMNS: Times, 2½ ins.; Telegraph, 2½ ins.; Post, 2½ ins.; Graphic, 2½ ins.; Mirror, 2½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 2½ ins.; Daily Sketch, 2½ ins.; LANCET OF COLUMNS: Times, 2½ ins.; Telegraph, 2½ ins.; Post, 2½ ins.; Graphic, 2½ ins.; Mirror, 2½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 2½ ins.; Daily Sketch, 2½ ins.



## THE POPULAR MONTHLIES—JANUARY

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
52½	36½	39½	35½	20	16½	22½	21½	23½
<i>Connoisseur</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
29½	23½	20½	12	14½	17½	12½	40½	9

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'd Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
	National Display	Local Display	Small*	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1916												
Dec. 23	6½	17	15½	3	10½	11	3½	13½	9	1½	9½	4½
25	—	—	—	4½	13	11½	—	—	—	—	—	—
26	1½	4½	10	5	7½	8	5½	5½	3½	½	9	4½
27	2	4½	10	3	19	12½	2½	4½	3½	2	8	4½
28	1½	4½	10	84	12½	8½	3½	5	3½	½	9	5½
29	2	4	9½	3	15½	8½	4½	3½	3½	1½	9	8
30	3½	15½	16½	2½	12½	10½	6½	8½	12	2½	12	5½
1917												
Jan. 1	2	6	11	3½	13½	10½	2½	5½	4	2½	12	7
2	1½	5½	11½	3	11½	8	5½	5½	5½	1½	8	6
3	2½	5	11½	3	17½	10½	2½	4½	4	1½	7	8
4	2½	4	11½	3½	9	10½	4½	4½	5½	2	6½	7½
5	2	4½	12	4	13	13	3	4½	5	1½	7	10
6	4½	12½	19½	4½	12	12½	4½	12½	15½	2½	10½	7½
8	2	5½	12	5½	22½	15½	3½	3½	4½	½	10½	7½
9	4	5½	11½	3½	17	12½	5½	6½	6	4½	7	8
10	2	5½	11½	4	20½	19	4½	4½	4½	1½	8½	8½
11	3½	5½	11½	4½	11½	8½	7½	4½	5½	1½	8	6½
12	4	3½	11½	3	21	17	7½	3½	4½	3½	8½	10
13	10½	12½	21½	11½	13½	10	7½	16½	13½	4½	10½	5½
15	3½	4½	11½	4½	22½	15½	2½	4½	4	2	10	8
16	8½	6	11½	3½	13	16½	9½	5½	6½	4½	8½	8½
17	4	6½	11½	4	24	17½	4	4	4	4	9	8½
18	8½	4½	11½	5½	14½	12½	10½	4½	5	5½	8	7
19	2½	4½	10½	5	23	14	2½	3½	4½	2½	8½	12
20	5½	14½	22	3½	12	10½	5	11½	14½	1½	11	6
22	4½	33½	11½	5½	21½	19	5½	3½	4½	1½	11	8
Total ...	94½	200½	318½	189	402	323½	125½	155	155½	56½	226½	182½

\* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Manchester Guardian*, length, 23 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

## PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls			
1916.																								
Dec. 23	3	2	7	2	11	6	3	17	6	2	5	7	4	4	5	4	17	5	6	1	4	4		
26	4	3	7	2	3	4	4	6	4	2	4	6	1	2	3	4	8	3	3	1	3	2		
27	4	3	8	2	2	4	4	5	3	1	4	6	2	2	3	1	7	3	2	4	3	4		
28	5	6	10	3	3	5	4	6	4	1	4	8	3	3	4	5	8	4	4	4	2	5		
29	2	10	11	5	11	4	5	6	4	7	3	7	5	2	5	5	6	3	7	5	3	5		
30	4	2	9	1	6	7	2	9	7	2	2	8	3	3	6	1	21	4	2	5	1	4		
1917.																								
Jan. 1	1	7	13	2	8	4	5	6	4	2	3	7	3	3	5	3	21	4	3	1	3	3		
2	3	4	12	3	5	4	4	7	4	2	3	7	7	3	5	5	14	5	6	6	6	5		
3	4	13	16	3	3	4	4	5	4	3	5	7	6	3	4	3	12	5	3	5	3	6		
4	3	7	15	2	6	3	5	8	4	7	5	7	6	3	4	5	13	6	2	4	4	7		
5	7	10	16	4	16	4	5	8	4	8	2	7	5	3	7	6	7	5	9	12	9	7		
6	3	1	10	4	8	5	5	25	8	3	3	7	3	3	5	3	23	6	3	6	2	8		
8	4	6	16	3	6	4	5	2	2	6	5	8	7	3	5	3	18	5	3	3	6	2		
9	4	5	15	5	5	4	6	11	4	5	12	7	7	2	5	4	9	5	5	5	3	7		
10	4	8	18	2	10	4	6	4	7	5	7	8	17	2	5	7	10	5	11	11	4	6		
11	4	5	16	6	7	4	1	13	4	6	11	8	9	2	4	6	11	6	2	4	7	3		
12	11	11	14	5	21	4	15	12	4	13	12	8	10	3	5	8	7	5	8	16	13	5		
13	1	1	8	2	5	6	8	24	4	1	4	7	7	3	6	6	20	5	2	4	4	6		
15	3	6	15	5	3	5	5	5	4	6	7	7	10	3	6	3	8	6	3	5	3	4		
16	7	3	15	3	7	5	6	9	4	1	4	7	7	3	5	5	11	6	2	5	7	4		
17	7	4	18	5	18	4	5	7	7	14	2	7	14	2	8	10	10	5	13	10	7	6		
18	7	3	16	7	8	4	4	8	4	5	5	7	10	4	4	13	5	6	4	4	6	5		
19	5	10	15	6	16	4	7	10	4	6	5	8	9	3	4	8	13	6	1	4	4	6		
20	1	1	9	2	4	4	2	19	8	6	3	7	9	3	10	2	18	5	8	12	17	7		
22	5	6	15	4	6	4	4	8	4	4	7	7	9	4	4	4	11	5	2	4	5	3		
Total...	104	155	334	100	208	120	119	254	123	120	160	184	180	77	139	121	305	131	95	173	88	143	116	

Sizes of Columns.—Northern Echo, length 23 ins., width 2 1/2 ins. Sheffield Independent, length 23 ins., width 2 1/2 ins. North Eastern Daily Gazette, length 24 ins., width 2 1/2 ins. Daily Dispatch, length 23 ins., width 2 1/2 ins. Irish Independent, length 22 ins., width 2 1/2 ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 24 ins., width 2 1/2 ins. Yorkshire Telegraph and Star, length front page, 21 ins.; inside 23 ins., width 2 1/2 ins.



# *The* ADVERTISING WORLD

MAR. 1917

PRICE 1/-

10015 Ho

## EACH INDIVIDUAL COPY OF "PUNCH"

is read by more individuals than read the individual copies of any other publication in the World.

This was the remark made to me some years ago by one of the most famous World-wide advertisers, the late Thomas J. Barratt, Esq., and in spite of recent developments it is still true.

In addition it is equally true that there are many more copies of "PUNCH" re-posted by the original buyers than of any other publication.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London  
E.C.





# **NORTH-EAST LANCASHIRE**

is a thickly-populated industrial territory, whose people possess large wage-earning capacity, and continue busily engaged in cotton manufacturing, coal-mining, and munitions.

It is the chief circulation area of the

## **NORTHERN DAILY TELEGRAPH**

wherein the journal has a larger net sale than the combined net sales of all other daily or weekly newspapers.

A desirable territory so fully covered by a single medium does not frequently obtain, but when the combination is met with the advertising expert need not be reminded that most profitable publicity is afforded.

Head Office :  
BLACKBURN

London Office :  
85 FLEET STREET



## Are you "twiddling—"

and taking the line of least resistance—slacking off, slowing down or stopping—because things are difficult?

That isn't going to pay—in the long run. Advertise *now* for the retention of Goodwill—if you have no better reason. Or, at least, begin to lay your plans so that you can "get off the mark with the pistol" as soon as the race for New Business starts again.

We have no cut-and-dried schemes to sell—schemes that *may* suit you (or perhaps half-a-dozen other advertisers). We have no preconceived notions as to how you should conduct your business—no pegs to bang into the holes in your proposition with a sledge-hammer whether they fit or not.

But—if you will let us—we will place at your disposal our many years' experience as "inside" men and, after full and proper consideration, advise and assist you to the best of our ability. Will you make an appointment? We shall be pleased to call at any time.

*May we send you a copy of the new edition of our brochure "The Studio in a Garden"? It deals mainly with our Illustrating Service, and it has secured much new business for us. A postcard will do.*

## P.A. Advertisizing Service

F. J. Lawes      S. J. Crockford      W. C. Thorn

"EVERYTHING IN ADVERTISING"

10 & 11 Lincoln's Inn Fields  
Kingsway, London, W.C.

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

**These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.**

### SITUATIONS WANTED.

#### Advertising and Sales Manager (B. 15)

At present advertising manager to large manufacturing firm. Thorough knowledge of all branches of advertising, especially Railway, 'Buses, Trams, etc. Age 27. Medically unfit. Salary £400.

#### Advertising & Sales Promotion (B. 27)

Highly qualified to handle the advertising and selling organisation of a big business. Expert in mail-order work. Good general knowledge of food products, toilet specialities, drugs, domestic goods. Age 36. Salary £500.

#### Advertising Manager (B. 10)

Thorough knowledge of business, has handled £50,000 per annum appropriation. £300. Age 32.

#### Advertisement Assistant (B. 28)

Young lady, experienced in preparation of copy and layouts. Good shorthand typist. Salary £2 10s.

#### Assistant Manager or Canvasser (B. 23)

Six years as chief assistant in large London news agency. Thoroughly experienced in all branches of advertising, including financial. Age 26. Salary £3 10s. per week.

#### Advertisement Manager (B. 26)

London or Provinces. Qualifications include the ability to write good copy, make original and distinctive lay-outs and a sound knowledge of printing, trade paper and other advertising. Can originate and carry out new ideas. At present in charge of copy department of large agency. Age 28. Married. Salary £300.

#### Layout and Copy Man (B. 25)

Has had considerable experience in agency and the advertising department of well known national advertiser. Open to accept position as head copy writer or advertising manager. Salary £350. Free May 24th. Age 28.

#### High Grade Man (B. 19)

Advertising Manager, for 10 years in control of the Advertisement Department of large manufacturing concern with world-wide reputation. Is experienced in Electrical Engineering and Chemistry; has written on technical matters, and done a good deal of literary work for well-known papers. Has expert knowledge of posters, and advertising methods in general. Is open to accept new engagement from June, 1917. Over military age. Salary £800.

### REPRESENTATIVE.

A well-known advertising man is prepared to take charge of the advertising of a small group of papers. Full particulars as to terms and qualifications will be sent on application to "Journals," c/o THE ADVERTISING WORLD.

### PLEASE !

On various occasions we have obliged our readers by lending them books from our library of Advertising Literature. We find that quite a number have not been returned, and we shall be glad if those who have any volume belonging to the "A.W." in their possession will return it immediately.





In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

**PRESS ETCHING CO., LTD.**

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones:  
Holborn 2907-8.

Telegrams:  
"Collotype, London."

**This** —  
↓

*directs your attention to*

**The CATCHWORD Dept. of  
The ASSOCIATION OF DESIGNERS, Ltd.  
210 STRAND, W.C.2. Tel.: City 1191.**

We can open up for you the Great Market of

**"GERMAN-FREE" RUSSIA**

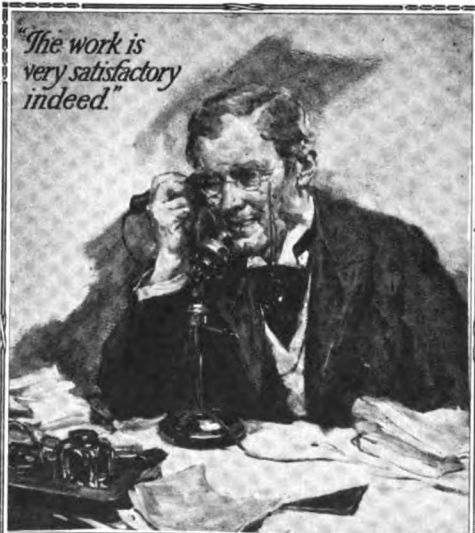
at a minimum cost with maximum  
results by means of our

**Efficient & Economical  
Advertising Service.**

**The RUSSIAN  
ADVERTISING AGENCY Ltd.**

**359 STRAND, LONDON**

Tel. Gerrard 2357.



That's the kind of message 'G&A' Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. **Send us your next order.**  
GARRATT & ATKINSON, Blockmakers, EALING, London W.

Monthly

**2<sup>d.</sup>**

**LONDON**

THE

**TIME-TABLE**

Monthly

**2<sup>d.</sup>**

600 pages

AND RED RAIL GUIDE (ABC)

**FITS THE POCKET IN SIZE AND PRICE**

600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features — Steamship Guide, Buyers' Guide, Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

**General Offices: Hampden House, 3 Kingsway, London, W.C.**

# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

MARCH, 1917

## CONTENTS

	PAGE		PAGE
En Passant:		" Controlled " but Carrying On :	
The New Restrictions on Printing		Messrs. C. A. Vandervell ...	244
and Bill-Posting ...	209	The Y.W.C.A. Campaign : Collecting	
Unfair Discrimination ...	211	for a War-Time Charity ...	254
An Altogether New Situation—		Advertising the War Loan ...	257
Paper Supplies ...	212	British Industries Fair ...	258
To Pessimistic Agents ...	213	Overseas Advertising ...	266
A Much-needed Lesson ...	214	In the Provinces ...	268
Postal Advertising : Interview with		Subscribers' Advertising ...	272
Mr. Arthur Chadwick ...	214	The Kingsway Information Bureau...	274
Mr. A. W. Gamage, with Portrait ...	216	Poster Restrictions ...	276
Mr. Sheldon on the Position of		Business Going Out ...	276
Bill-Posting ...	217	Mr. J. S. Elias presented with his	
The Registration of Business Names		Portrait ...	278
Act—Letter from Mr. A. Hockett	217	<i>The Cambridge Magazine</i> ...	280
Various and Sundry ...	218	Auctioneers and Bill-Posting...	280
Three Weeks' Hard—The Advertising		Items of Interest ...	281
Campaign of the Eagle and British		Notes on Media ...	282
Dominions Insurance Companies...	222	Mr. Chairman and Gentlemen :	
The Advertising Man's Library—		Society of Motor Advertising	
" The Boy's Book of Business," by		Managers (Securing Attention	
Cecil Chisholm ...	238	Value) ...	283
" Street's Newspaper Directory "...	238	The Aldwych Club ...	283
War Loan Advertising : Quotation		Sales Managers' Association—Mr.	
from <i>National News</i> ...	240	John Hodge ...	284
Libel in Advertising ...	240b	Association of Advertising Women	284
Advertising Circulars : What do the		National Advertising Society ...	284
New Rules Mean ? ...	240b	Volume of Advertising ...	285
National Service ...	240b		
What Shall We Do with the Bill-			
Posting Station ? By W. Arthur			
Northam ...	242		

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address:  
ADVERWARLD, HOLB. LONDON.

'PHONE: 2269 HOLBORN

Cables :  
ADVERWARLD, LONDON



## J. WEINER'S "VAN-AD" POSTER SERVICE

**T**HERE is no better medium for poster publicity than the vans of the leading carriers, which daily visit so many districts, and are seen by so many people. The circulation is almost beyond compute, the cost is small indeed. I control the advertising rights. Let me send you details of spaces becoming vacant, and submit a sketch for a poster to suit your business.

*Write or 'Phone to-day :*

### J. WEINER

**32 Shaftesbury Avenue, Piccadilly Circus, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.

Full size poster sketches in colours free of charge.

Telephone : 1128 Gerrard.

Telegrams : "Lithoprint, Piccy, London."



## THE A.W. INFORMATION BUREAU

Free Service to subscribers on any subject connected with Advertising. All enquiries must be made on business letter headings.

### A few of the Questions answered this Month.

1. **From a French Agency.** The address of agents or manufacturers of the Moon Hopkins Multiplying Machines.
2. **From a National Advertiser.** The standing of a firm who had submitted a novelty for their approval.
3. **From another National Advertiser.** Can you place us in connection with the owners of a special process for reproducing portraits, such as was shown in a recent issue of **THE ADVERTISING WORLD**?
4. **From a London Advertising Service.** Where can we buy patriotic postage stamps?
5. **From a Colonial Newspaper Proprietor.** We are desiring to buy a second-hand process engraving plant. Will you kindly make inquiries for us?
6. **From a Provincial Advertising Firm.** Can you give us the name and address of a firm who are able to translate and set up in perfect style our advertisements in Yiddish?
7. **From a Manufacturer's Agent.** Please give us a list of makers of enamel and wood show signs.
8. **From a Provincial Publishing House.** We desire to buy a large quantity of "outlook" or "window" envelopes. Which is the best firm?

We have received a considerable number of inquiries relating to form letters, catalogues, etc. These have been answered in accordance with the various constructions put upon the new regulations from day to day.

See page 240b.



# POOL'S

have  
been appointed  
Service Agents to  
The Scholl Mfg. Co., Ltd.

It was something fresh,  
Original and out-of-the-rut  
in Pool's copy that first at-  
tracted attention. It was a  
carefully thought out Selling  
Plan that secured the order.

If you, too, are on the look-  
out for something that com-  
bines originality with dignity,  
thoroughness, and a masterly  
grasp of the principles of sales-  
manship, ask us to study your  
proposition, and we will gladly draw  
up, without obligation, a complete selling scheme.

**Chas. Pool & Co., Ltd.** 90-94 Fleet Street  
LONDON, E.C.

'Phones: Holborn 2210-11.  
Telegrams: Advertis London.

THE  
**DURAFIT**  
HOUSE



THE  
**DURAFIT**



After the War  
use  
**ILLUMINATED  
SIGNS**

THE illuminated sign, when it reappears in the bright and crowded streets of Peace, will come as a *new* thing and have a tremendous new freshness and power. Wouldn't it be a piece of good strategy to put that extra power behind the advertising of your goods?

Do as other shrewd and far-seeing advertisers have done—Send me a note to-day, along with some of your present advertising matter, and my artists and I will set to work to think out something really striking and out-of-the-rut.

By writing *now*, you incur no obligation and put yourself in a position to start off well in the great after-war race for business.

**J. OLDHAM**

*with which is incorporated Gawthorp's Ltd.*

**The Effective Sign Works**

**LEEDS, E.**

**"SIGNS TO COVER ALL YOUR NEEDS  
MADE AND FIXED  
BY OLDHAM,  
LEEDS."**



# Who will carry off the big rewards ?

**M**AY we ask if you have given your business a chance to develop its fullest possibilities ? If not, why not appeal to a wider public and make your shop front, so to speak, extend from Land's End to John o' Groats !

In conjunction with clients we have done that for other businesses, and, in conjunction with you, we can do it for yours.

The cost of advertising is set down by successful business men, not as an expense, but as an investment. It brings *quicker* as well as bigger returns than any form of salesmanship, *and it remains as capital in your business* in the shape of Goodwill.

We will evolve a plan for the extension and development of your business that will keenly interest you. We will call upon you or write, and, after obtaining particulars, will explain our plan clearly and give you actual facts and data upon which to work. We will do that because we know that the evidence we can produce and our capacity for carrying out that plan will convince you of the wisdom of putting your advertising into our hands.

The next few years are going to be strenuous ones for business men, and it will be the men who advertise—advertise *well*, mark you—who will carry off the big rewards.

May we hear from you in the course of post ?

Telephone City 8782      Telegrams "Myrtilline Fleet London"

## **Brockie, Haslam & Co**

ADVERTISING AGENTS & CONSULTANTS  
23 · FLEET STREET · LONDON · E.C





## THE NEW RESTRICTIONS



THE country is at war. We therefore suffer cheerfully invasions of our rights and liberties that, were the enemy not at our gates, would rouse the most inert of us to a fury of revolt.

All we ask is that whatever disabilities and deprivations we are asked to bear shall increase the national strength, however hardly they may press upon individual citizens; that, in so far as it is possible, one class, or one individual, shall not be burdened more than another; and that interference either with trade or with domestic affairs shall not be wanton, ignorant or interested.

As it seems to us, the various restrictions lately laid upon the business of advertising do not fulfil any one of these reasonable demands. That they will increase the nation's war-power is at least questionable; they certainly discriminate unfairly between different classes of advertisers; and the interference with trade they represent, though doubtless not interested, is so ill-formed as in effect to be wanton.

In this, as in other matters beyond our immediate ken, it would appear that the energy of some of our "business" Ministers and departmental chiefs is inducing them to leap before they look.

Let us make it perfectly clear that with restrictions, as such, we have no quarrel. We know that they would readily and courageously be endured, even to the extent of a total prohibition of advertising if that were possible, if thereby the one end which we all have in view could be attained more swiftly and completely.

As they stand we believe the new restrictions of advertising will do infinitely more harm than good to the national cause.

They will occasion an infinity of vexation and loss to those most heavily hit by them, and will arouse in them an angry sense of being unjustly singled out for harsh treatment. Many printers, billposters and advertisers are likely to be almost ruined by the closure of their trading activities, and a number of highly-skilled workers will find themselves unable to utilise for the general benefit a knowledge and ability at least as valuable to the State as to themselves and their employers. At the same time the labour thus released for "National Service" will be negligible.

Moreover, the endeavours that are being made, under conditions of the greatest difficulty, but not without success, to entrench several important branches of British industry against German aggression will be frustrated.

That the present situation imperatively calls for the most stringent regulations in every department of commercial and social activity goes without saying; but we do not think that the interests of advertisers and advertising men would have been dealt with in so inconsiderate a manner had they been more adequately represented.

Unfortunately there is no representative central body endowed with sufficient authority to protect these vast interests in an efficient manner: and until one is created advertising will always be open to the attacks of official ignorance and prejudice.

## UNFAIR DISCRIMINATION



**B**ILLPOSTERS, who have already suffered more than any other class of advertising practitioners from wartime conditions, are dealt almost a knockout blow by the prohibition of all posters exceeding single-sheet size. It is very hard on them, more especially as no body of commercial men have done more to assist the Government—very largely without payment—in its various advertising campaigns. We hope that, as is only just, the present severe restrictions may be relaxed somewhat in their favour; but must confess that we are not too optimistic in this respect.

In the interests of both advertisers and billposters it is as well that the authorities have, upon reflection, come to the conclusion that no demands will be made upon merchant shipping tonnage or paper stocks by the exhibition of the large number of posters printed before the publication of the new Order and held for future use. These run into many thousands, and the compulsory “scrapping” of them would have been a most useless and ridiculous sacrifice.

Printers, who have been “carrying on” admirably under an ever-accumulating load of difficulties and anxieties affecting every branch of their complex business, are hit both by the suppression of posters and the drastic limitation of catalogue and booklet distribution through the post.

Maybe they will lament the less in that shortage of labour and the constantly rising cost and scarcity of essential materials had already rendered impracticable an unrestrained continuance of their operations: but they do not therefore accept without resentment what both they and their customers regard as an altogether unjustifiable intervention in the interior affairs of their businesses.

The Press has had its paper supply limited, but it has been left entirely free to make its own arrangements for dealing with the situation thereby created. Surely printers and advertisers using posters and printed matter for trade or general distribution might have been treated in a similar manner. They could have adapted themselves to whatever restrictions the Government felt itself compelled to impose with a minimum of friction and disturbance: and the attempt to force them all alike into the same mould, without any regard to their widely differing necessities, was as unconsidered as it is exasperating.



One effect of it is a discrimination in favour of the Press among advertising media. It is not unnatural that those adversely affected feel themselves very much aggrieved in consequence.

Energetic efforts are being made to secure at all events some readjustment of the heavy burdens now placed upon advertisers and those who supply them with service and material: and if the powers that be are at all concerned with the commerce of this country they will not be made in vain.

## AN ALTOGETHER NEW SITUATION



THE problem presented by restricted paper supplies has now become so pressing that almost all newspapers and other publications have had to take some action to meet it.

Apart from prohibiting contents bills, the Government has, so far, left publishers free to deal with the situation after their own fashion.

As a result they have, roughly speaking, divided themselves into two camps; one of those who have increased the prices of their papers and are prepared to face decreased circulation, and the other of those who have decreased the sizes of their papers and will endeavour to maintain circulation.

Each class has been trying hard to prove that the policy it has chosen best serves the interests of readers and advertisers: and each has, in many individual cases, gone out of its way to say quite unnecessarily unpleasant things about the other. It is a pity that whatever explanations and comparisons were necessary could not have been made without acrimony.

Of course, these extensive reductions either in the size of periodicals or in their circulations not only mean that the space available for advertising will be still further limited, but that all preconceived ideas as to the comparative value of media must be jettisoned.

The new conditions created by circumstances have so radically transformed the bases on which most scales of advertisement rates were fixed, that the advertiser should judge every proposition now placed before him as an entirely new thing.

As it affects existing contracts the new position may in certain cases call for some rather nice legal decisions. Some newspaper publishers are now suggesting that after all cir-

■ culation figures do not amount to much as an index of value—although they were standing firmly on the impregnable rock of “net sales” a short time since—but advertisers do not seem too ready to adopt their view; and in one way or another considerable friction may be caused in consequence.

Apart from the purely legal aspect of certain cases it seems to us that contracts obviously based on conditions that have ceased to exist cannot be capable of enforcement, even if any of the parties thought it worth while to try to get them carried out. Fresh arrangements, themselves necessarily of a tentative and temporary character, will have to be made—and revised according to future happenings.

In practice, the limited space in publications particularly favoured by advertisers will probably be so much in demand that, despite the largely decreased circulations of some of them, rates will be maintained or even increased. Those less firmly established as first-class advertising media may be expected to find that they will have to make concessions.

What advertisers should do is carefully to resurvey the whole field of their advertising operations, in view of the strange alterations that have been made in it. All our media maps are now falsified; but new ones can be made that will show plenty of openings for profitable action.

## TO PESSIMISTIC AGENTS



**T**HAT our leading advertising agents know how to advertise other people's goods with energy and effect will be generally conceded: it cannot be said that the majority of them are quite so happy when it comes to advertising their own.

They seem very apt to lose confidence in themselves and their commodity in the presence of disquieting circumstances. In those agitating months of 1914, when the war was a new as well as a revolutionising fact, it was the agents more than the advertisers who “got cold feet,” and practised pessimism if they did not preach it. And now, after having made what looked like a good recovery, many of them seem to be possessed by another fit of the blues.

But for the few who are determined to make the best of things, instead of to see the worst of them, the agencies would be more likely to exercise a depressing than a stimulating influence upon present-day commercial affairs.

The difficulties of “carrying on” are very great during these days, but there is no need to magnify them.

It is not for advertising agents to damp the courage and impair the confidence of advertisers who show more disposition to go out after the pounds than to save the pence. Their function in the economy of business is to induce aggressive action, and to show that it pays better than even the most watchful waiting.

And to do this effectively they must prove their own confidence in the policy they recommend by continuing their own advertising activities. "Do as I do" is a trifle more convincing as an argument than "Do as I say."

## A MUCH-NEEDED LESSON



THE extraordinary success of the advertising campaign carried out by the Eagle and British Dominions Insurance Companies in connection with the War Loan can hardly fail to have as one of its effects a most electrifying influence upon insurance advertising in general.

It is a class of advertising that stands in urgent need of vitalising, for taken as a whole, it is about as dead a thing as can be discovered in the entire realm of commercial publicity.

The reason for this is not far to seek. Managers of insurance companies have not, as a rule, any knowledge of scientific salesmanship. Most of them know, it may be supposed, a great deal about the commodity they have to sell; but they have never been led seriously to consider how to sell it in the most economical and effective manner.

---

## POSTAL ADVERTISING

**Its present position, and what is being done to protect its immediate future.**

AMONG THE most interesting of the conversations in which we have recently found ourselves involved was one with Mr. Arthur Chadwick, business organiser and controller of the Reliable Addressing Agency. Naturally, the new regulations restraining advertising by means of matter distributed through the post formed the most engrossing subject of our exchange of ideas and opinions; but before speaking of these Mr. Chadwick referred to the remarks of Mr. Simonis on mailing lists, etc., published in our February issue.

"Of course," he said, "Mr. Simonis is a newspaper man and his enthusiasm for his own particular class of advertising medium is perfectly understandable. Any comparisons he makes or suggests are inevitably to the disadvantage of advertising by the distribution of mail matter. But his presentation of the case should not be regarded as a dispassionate judgment.

"Other methods of advertising have proved their value quite as incontestably as Press advertising; and for particular purposes have frequently demonstrated

their superiority. I am not in the least concerned to deny any of the advertising virtues of the Press—there is plenty of room for every form of commercial publicity—but there are many businesses which for various reasons could not use newspapers to the best advantage in promoting and extending trade. These have, in many instances, built up and maintained large connections solely by postal advertising. The majority of able advertisers, however, do not confine themselves to one method of advertising; they utilise both the Press and the Post.

"I quite agree with Mr. Simonis that the mailing lists of pre-war time are of possibly less value nowadays. Such extensive movements have been, and are, going on in every section of the population that lists of addresses a year or more old are bound to contain a large proportion of what has become waste matter.

"Curiously enough that has made such lists as most of our own relatively even more valuable than they are in normal times. They are in constant use and therefore can be purged almost week by week of useless names. In addition to our ordinary commercial activities, since the outbreak of war we have sent out many millions of circular appeals on behalf of the Government and of various wartime Funds. These frequent and comprehensive issues have assisted us materially in keeping our lists clean. How clean they are was strikingly shown by a recent issue of 600,000 circulars. The returns in this case were only 1.6 per cent., which, I believe, is almost a record.

"We usually contrive to keep returns down to well below 5 per cent., but we do not often get them under 2½ per cent. Even our highest figure, however, shows an extremely small margin of wastage, and compares very favourably, in my judgment, with what to individual advertisers must always be the large waste circulations of newspaper media.

"The new restrictions placed upon postal advertising are most decidedly not such as postal advertisers can accept without protest.

"A large and representative meeting was held as soon as possible at the offices of the London Chamber of Com-

merce to consider what steps could be taken to secure their modification, with those relating to posters, along more equitable and commonsensible lines.

"Drapery houses and department stores, printers of posters and catalogues etc., bill-posters, and addressing contractors were all represented, as was also the Proprietary Articles Trades' Association.

"Here are the resolutions submitted and carried :—

(a) That the drastic new Order under the Defence of the Realm Act, restricting the printing and issuing of catalogues, circulars, etc., will have a far-reaching and disastrous effect upon a very large number of trades and traders throughout the country.

(b) That the regulations will not only involve the immediate stoppage of many old established businesses, but will, combined with the existing difficulties with regard to labour and supplies, either ensure the speedy closing down of a large number of concerns, or reduce them to a non-paying condition.

(c) That it is felt that in drafting the restrictions, the authorities have not appreciated the small amount of paper which will be saved, and how little it is commensurate with the widespread hardships they will inflict.

(d) That the regulations under the Order are in direct conflict with the principle laid down by the Military and National Service Authorities—i.e., that the employment of representatives to secure sales constitutes a waste of man power and that other methods—such as postal communications—should be relied on.

(e) That the Board of Trade be requested to receive a deputation from the Allied Sections of the Chamber to represent the serious issues involved, and to ask for the rescinding of the Order as unjust and inequitable in operation, and to point out that if restrictions are necessary, limitations should also be placed upon newspapers, periodicals and magazines in the same proportion as on other consumers.

(f) That a Committee be appointed fully to consider the matter, with a view to a statement of their case being presented to all Members of Parliament.

"The Committee was duly formed and has already got to work. It has great interests to defend and a manifest injustice to contend with, so we hope for the best—that is, such a relief from the unfair conditions imposed upon a particular class of traders, carrying on a perfectly legitimate and commercially very important business, as shall not compel them to make sacrifices out of all proportion greater than those called for from others of their kind."

## ALBERT W. GAMAGE

### An Appreciation by Archie White

"WHY DON'T you start business on your own account? You are just the sort of young fellow who ought to be in business for himself."

It was this chance remark, made by a Holborn watchmaker nearly 40 years ago, that led to Mr. A. W. Gamage founding a little business which has so grown that to-day the mighty premises of world-wide fame almost dominate one of the busiest thoroughfares in London. The curious part of it is that the great business now stands on a site part of which was occupied by the watchmaker who gave to Mr. Gamage the inspiration which led to the founding of the house. Mr. Gamage, then a young assistant in a City wholesale house, had gone to the jeweller to get a watch repaired. The jeweller took an interest in the customer, asked him what he was, and then made the remark I have quoted. What is more, the watchmaker disposed of his lease to Albert Gamage when the latter decided to take the proffered advice.

Mr. Gamage has often told me the story of those early days. His capital was only £75, but he found a fellow assistant, Frank Spain, to put in a like amount, and with that sum they started the business, most of the capital being spent in the acquisition of the lease. But the hosiery business did not grow very fast, and there came a time when the partner said, "Look here, Gamage, this concern is all right for two young bachelors, but it won't keep two men if they want to marry. You buy me out, or I will buy you out." The result was that my friend bought out Mr. Spain.

I need not trace the development of the business, which really began to grow when A. W. Gamage put a cycling shoe, the Shorland, on the market in the early days of the cycling boom, but I have told this little story of how my friend started his business because I wanted to demonstrate the tremendous courage and fearless pluck which has characterised him all through. I believe I am myself responsible for his nickname of "The Holborn Croco-

dile," because he snapped up every lease as it fell vacant that he might add shop to shop, and so build up his huge place.

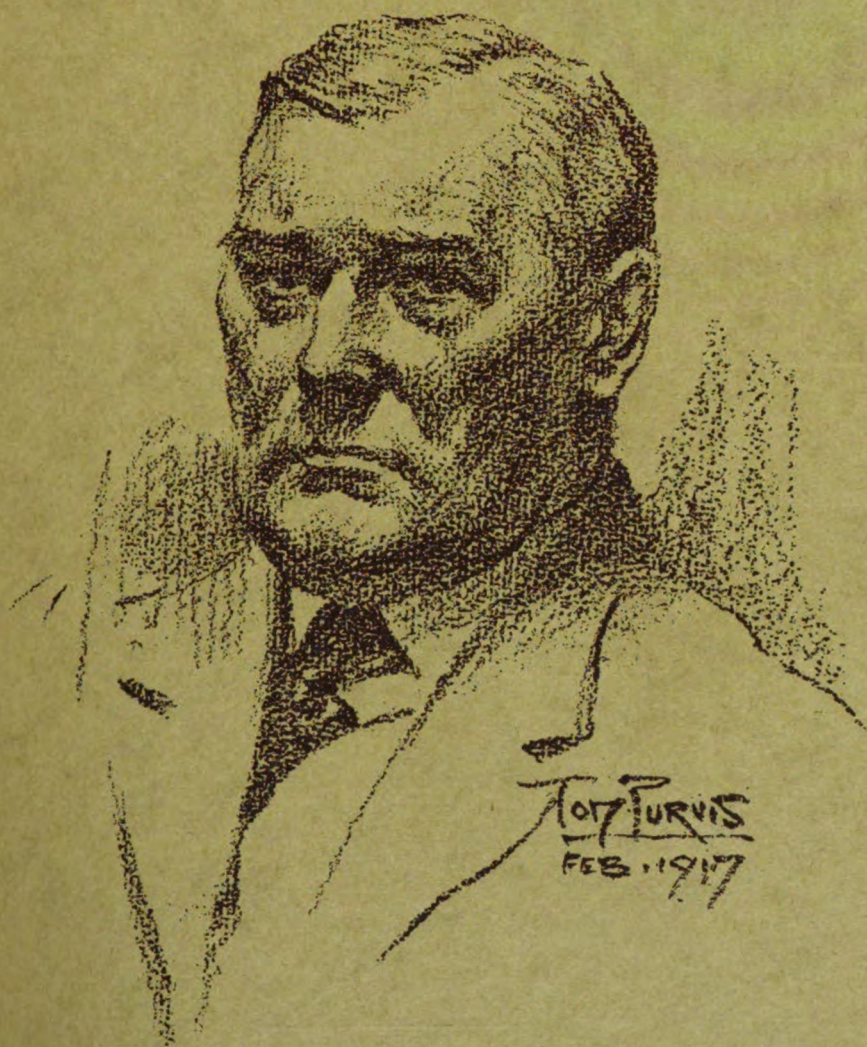
I think in business it is Mr. Gamage's bull-dog pluck that strikes me most, and the confidence in his own judgment. That, together with shrewdness and foresight, has enabled him to achieve success. But he is also a wonderfully loyal and faithful friend, full of kindness to old chums, and in his home or on a holiday more like a big school-boy, for he will romp and play like a lad. He finds his pleasures in the simplest things. Pottering about in his garden is one of his delights, and he is a charming host—easy, genial and unaffected.

One might think from the strong mouth and square chin that Albert Gamage is a hard man to work for, but his employees know him as a considerate as well as a just master, though he expects every man to give his best. But the fact that he has in his service now men who have been with him 35 years shows that he values good work and treats his staff with kindness. A few years in the service of the firm is a splendid training for a young man who wants to enter into business on his own account.

My friend's success is very largely due to his personality and to the fact that he has an extraordinary memory. It is due also to hard work and to energy, industry, perseverance, attention to details and the fact that he places a high value upon time. Another of the attributes that have helped him on his way through life is his great intuition, a quality which enables him to understand men, to know their value, and to select them for special positions. Few men take things more quietly and calmly than he.

Albert Gamage's three sons all joined the Colours when the war broke out—two going into the Army and one into the Navy, and all three have been wounded. The eldest took part in the never-to-be-forgotten landing at Gallipoli. My friend is very proud of "his boys."





MR. A. W. GAMAGE.





**THIS paper**  
**Bay Path Buff**  
RIPPLE FINISH

**G. F. SMITH & SON**  
(LONDON), LIMITED.  
**HULL-LONDON-GLASGOW.**

## CORRESPONDENCE

### The Position of Bill-posting.

*Editor, THE ADVERTISING WORLD.*

SIR,—So far as I understand the position of affairs at the moment, general advertisers like Bovril, Sunlight Soap, Yorkshire Relish, Oxo, B.D.V. cigarettes, and so on, are quite at liberty to use any posters which they may have in stock, but they may not give out orders for further printing without a licence. The advertiser who is debarred from using posters, in my opinion, is the retail shopkeeper, who advertises his own goods for sale from his local shop. I would lay stress upon the fact that this is purely my personal opinion, as it is not shared by some of my colleagues, and I suggest that the Order is anything but explicit on the point. The particular clause dealing with this matter is clause 2, the end of which states: "Nor shall any person on or after that day (March 10th, subsequently extended to March 17th) exhibit or cause or permit to be exhibited any paper poster making any announcement with respect to goods offered for sale by a retailer except at the premises where they are so offered for sale."

The Board of Trade have said that the Order does not apply to such articles as I have named above, which are, of course, offered for sale by a retailer.

It is rather difficult to understand what prompted the Order. If it were to save paper, and therefore tonnage, I submit it fails miserably. I have gone into the matter very carefully, and I estimate that the paper used through-

out the whole of the United Kingdom in posters during the twelve months ending December 31st, 1916, did not exceed 3,500 tons, and I suggest that this amount is so small in proportion to the total that it was really not worth while legislating about, especially seeing that the billposting trade has already suffered very heavily; and, at the least, it has been of some use to the Government, in that it has been the means of raising the larger portion of what is commonly known as Kitchener's Army.

Assuming that the object was not to save paper but to liberate men engaged in billposting so that they would be available for, say, National Service, then again I say the Order fails miserably, for the simple reason that practically the whole of the eligible staffs who were originally engaged in billposting are now serving with the Forces, and I am quite sure that the small number left do not warrant what virtually means the closing down of an industry which has proved of considerable worth and benefit to our commercial life.

The only other reason I can think of for the Order, assuming the two previous ones are not intended, is that all incitement to expenditure, if such it may be called, should be done away with, but, in view of the fact that there is no restriction whatever upon advertisements in the Press, I cannot think that this is the intention. Where, then, is the justification for the Order?

Yours, etc.; CYRIL SHELTON.

### The Registration of Business Names Act.

*Editor, THE ADVERTISING WORLD.*

SIR,—I regret that in my article appearing in the February issue of your magazine dealing with the Registration of Business Names Act some words have been omitted in typing from my rough manuscript, and that an incorrect statement appears on page 140 with reference to Section 18 of the Act. It should read as follows:

"It will be observed that, so far as

the statement of nationality is concerned, Section 18 does not apply to an individual or a firm where all the partners are British and were originally of British nationality, but it would appear that if any partner is not of British origin then the nationality of all the partners except the one of British origin must be disclosed."

Perhaps you will good enough to make this correction in your next issue.—Yours faithfully,

ARTHUR BOCKETT.

## VARIOUS AND SUNDRY



'The world is so full of a number of things.'—*Robert Louis Stevenson.*

### The British Industries Fair.

I found the British Industries Fair this year again full of interest, though in the section devoted to printing and kindred trades I missed with regret two or three of our leading firms of colour printers whose displays were a delightful feature of last year's exhibition. But in view of the difficulties in which printers are now placed through shortage of labour, the restrictions in securing material and the like, I thought it very much to their credit that they were able to make so brave a show. It displayed a fine example of British pluck that

augurs well for the future. I am sure when happier times return the printing and allied trades will do their share to extend the nation's trade and win a big part of the new business we all of us then mean to secure. Another department of the Exhibition full of encouragement for the future was that devoted to toys. The development of the toy-making trade in this country since the war began has been remarkable.



### Joined Up.

Mr. Tom Purvis, portraitist by appointment to THE ADVERTISING WORLD,



This and the two following illustrations are reproduced by the courtesy of "The Graphic."

AN ITALIAN WAR LOAN POSTER

has gone a-soldiering and his facile and distinguished pencil will, therefore, be out of action, as far as we are concerned, for the duration of the war. Mr. Purvis, as was most fitting, has joined the Artists' Rifles, where he will find almost as many friends as he has left—which is saying a good deal. May he have the best of fortune and return safely to continue a career in the domain of art of quite unusual promise. He was making great strides up to the time he left to take up military duties, and we shall expect a great deal of him when he comes back.

### A National Expression.

The Italian War Loan posters illustrated herewith certainly put into the shade all but a very few of the British posters issued in connection with official wartime activities. There is a monumental dignity about them that was very sadly lacking from most of our own



**PRESTITO NAZIONALE**

RENDITA CONSOLIDATA

**5% NETTO**  
emessa a L. 90  
per 100 nominali

REDDITO EFFETTIVO 5,55%  
ESENTE DA IMPOSTE  
PRESENTI E FUTURE

Le sottoscrizioni si ricevono  
dal 5 FEBBRAIO  
PRESSO TUTTE LE FILIALI DEGLI  
ISTITUTI DI EMISSIONE E PRESSO  
GLI ISTITUTI DI CREDITO ORDINA-  
RIO LE CASSE DI RISPARMIO LE  
BANCHE POPOLARI E COOPERA-  
TIVE LE DITTE E SOCIETA' BANCA-  
RIE PARTECIPANTI AL CONSORZIO  
PER L'EMISSIONE DEL PRESTITO

### ADVERTISING THE ITALIAN WAR LOAN

efforts, whatever other good qualities these may have possessed. The fact is that we do not seem to have the faculty of distinguished political utterance in art. The Latins have always been able to give us "a start and a beating" in the matter of public buildings, for instance. Our strong point is domestic architecture, which, perhaps, is only one more evidence of our determined and obstinate individualism.

### Reversionary.

It is suggested that the restrictions now placed upon many forms of advertising may result in a renaissance of our very old acquaintance, the town crier. He could, at least, give local traders some assistance in conveying information to possible customers, who in the ordinary way could hardly be reached except by means of circulars. Well—we shall see. Everything is



possible in these topsy-turvy times. The most scientific of all wars has shown us reversions to all sorts of devices and methods of fighting that were deemed to be as extinct as the megatherium; and, maybe, we shall see the same sort of thing happening in commercial campaigning.

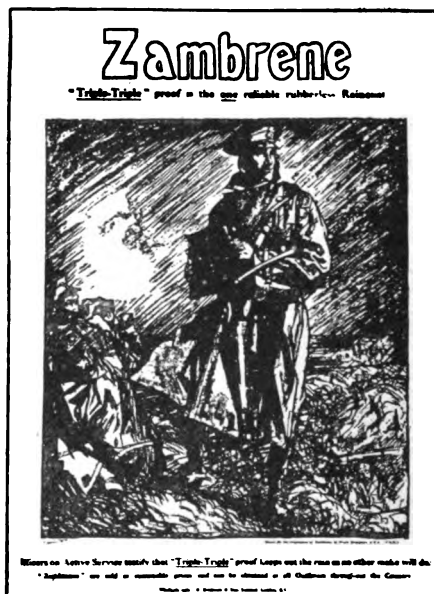
### Art and Advertising.

Mr. Frank Brangwyn has never been one of those who hold that art is degraded by association with commerce. He would, indeed, do everything possible to

an end that so many lesser men would despise. I hope to see commercial art ennobled by many another of his powerful and individual designs.

### A Recognition of Advertising.

I noted with pleasure the tribute paid in the House of Commons lately by Mr. Bonar Law to the service rendered by advertising in the raising of the triumphantly successful War Loan. It is a gratifying sign of the times that the value and importance of advertising should be thus recognised



### MR. FRANK BRANGWYN IN COMMERCIAL ART

make the association more general and intimate. Therefore, I do not doubt that he eagerly seized the opportunity to do the drawings reproduced herewith to illustrate advertisements of "Zambrene" rainproof coats. I am afraid that they cannot be described as an unqualified success. They advertise the artist rather more effectively than the goods; and that is not sound craftsmanship in advertisement illustration. None the less I congratulate the advertisers on their enterprise in securing the assistance of one of the greatest of living artists, and Mr. Brangwyn on being ready to apply his abilities to

by the Chancellor of the Exchequer, and the acknowledgment will strengthen the hands of those who are putting forward the claims of advertising to be regarded as an essential industry in the classification of occupations which will apparently be rendered necessary under the National Service scheme.

### The Canny Scot.

Commenting on the announcement that there is to be no advance in the price of *The Mirror* in Scotland, *The Daily Chronicle* says: "Happy Scotland, where halfpenny newspapers



are more treasured than in England. On this principle, the further the reader is from the place of publication the cheaper the paper. Scotsmen are always getting the better of Englishmen in a deal."

### Ready Wit.

The two illustrations on this page were crowded out of our February issue,



A "BLOOMER"—

but they are too interesting to be "scrapped," although they are a trifle out of date. They show how, having made a bad mistake in its front-page cartoon, *The Passing Show* not only saved its face but turned the error to advantage. Its "amende honorable" was published in a large number of leading journals, and gave *The Passing Show* an advertisement not easily overlooked or forgotten. Such an instance of alert intelligence is only comparable with those feats of mental agility in recovering from a slip which have made the fame of some of the wits of aforetime.

### A Task for a Censor.

The difficulties which confront the government of the United States in

international problems, by reason of the very mixed character of its population, is not perhaps fully realised on this side of the water. But some idea of how varied are the nationalities residing in the States may be gathered from the fact that there are published within its borders close upon 500 papers which are printed in foreign languages. Of these 63 are dailies. How many German papers there are I cannot say, but the Italian papers are the most numerous. They number 95, and there are 55 Polish, 54 Swedish, 27 Hebrew, and 15 French, Swiss, and Belgian. The task of censoring these papers should war break out would not be easy.



—AND HOW IT WAS TURNED TO ACCOUNT

### Advertising in Russia

The Russian Government, like the British Government, have been using advertisements very largely to secure subscriptions for the war loan. The following official advertisement, printed in large type, appeared in the Petrograd papers lately, occupying half a page:—"The best answer of Russians to the German words of peace is an increased subscription to the War Loan." THOTH.



Mr. E. M. MOUNTAIN,  
*Managing Director of the British Dominions Insurance Company.*

## THREE WEEKS' HARD LABOUR

**How it has built up an Insurance Business greater than many that have been half a century in the making.**

IN ALL recorded history there has never been so amazing an exhibition of advertising magic as the lightning campaign conducted by the Eagle and British Dominions Insurance Companies to promote their War Loan Scheme.

The inception of the scheme dated from rather less than three weeks before the day fixed as the latest on which applications for the War Loan could be received. Yet in the absurdly short time at their disposal the companies mentioned succeeded in securing an amount of business that would make more than a merely respectable showing for long years of arduous and unremitting effort directed to the same end.

They saw that there was a unique opportunity before them, and seized it with a quickness and courage that left their competitors gasping. By the time that other insurance companies had become aware of the possibilities of the situation it was too late for them to do anything but make disparaging remarks about their more alert rivals. The "Eagle and British Dominions" thus had the whole arena to themselves, and a most admirable performance they gave in it.

At the outset the two Companies were hampered by the fact that their fusion, then in progress, was not complete; but they speedily overcame a difficulty that might well have baulked less energetic and enterprising business management.

Even with that obstacle out of the way the extreme shortness of the time available would have seemed to most an insuperable bar to success. The "Eagle and British Dominions"—hereinafter called the Companies, as our legal friends say—thought otherwise.

It is, indeed, rather astonishing that they had time to think at all; for within twenty-four hours the scheme was defined, and the first advertise-

ments were drafted, approved and placed.

These made a good beginning, but the advertisers were not satisfied with it. They were not content to repeat copy, admittedly good, throughout the campaign, but sought always for something better. Day by day an improvement in their appeal could be noted. To a considerable extent they had to learn how to do what they wanted while they were doing it, and they showed themselves remarkably apt and apprehensive students.

Whether a more careful elaboration of plans and deliberate selection of material, had it been possible, would have rendered the campaign still more triumphantly successful is a question that might furnish a subject for academic debate. It was not possible: and perhaps the very haste with which the copy had in fact to be prepared gave it much of the air of briskness and life that made it so effective. It had an appearance of spontaneity that was genuine and therefore convincing.

From the first the advertisers determined to throw away the dignity that is dullness and the reticence that is stupidity and to talk to the people whom they desired to interest as though both parties to the conversation were human beings. In that, more than in anything else, most certainly lies the secret of the power of their appeal. It is difficult to interest an average man or woman in an abstraction—a corporation that insists on behaving as such—nor is an individual likely to be particularly interested in a message addressed to a class.

It is when "I" address "you," and not when "we" address "them," that what is said or written makes the more instant and lasting impression.

As will be seen from the specimens of Press advertisements herewith illustrated, the Companies' appeals grew steadily more and more personal as

their campaign progressed. They delivered their message with an ever-increasing realisation of the fact that the general public is not an inanimate thing but a collection of diverse human intelligences.

They did not neglect to appeal to the patriotism of potential policy-holders, but they endeavoured still more strongly to stir the motive of self-interest. They set themselves to prove that by taking out a War Loan policy according to their offer the investor could obtain for him- or herself, or for the children, quite exceptional advantages in the matter of future security and opportunity as well as perform a present act of national service.

And they had to make people understand that in taking out a policy they were not undertaking to lock up so much money in an un-get-at-able place for a longer or shorter period, but that their money would remain all the time really as much at their disposal as it would in an ordinary savings bank.

In short, they had to educate a vast number of ignorant, timid, and suspicious people to a knowledge of, and confidence in, the general proposition of life insurance, as well as to recommend the particular project which they had in hand.

As soon as the advertising began to produce its effect—that is, from the morning following the appearance of the first announcement—the numberless queries received from interested but uninformed and nervous correspondents furnished a definite indica-

tion as to the particular points concerning which many people required special explanation and reassurance. These were carefully noted and played no little part in the preparation of the advertisement copy used in later announcements.

Taken together, the copy used throughout the campaign will be found to have included appeals to all classes. In the earlier advertisements the small investor was principally addressed; but the applications received soon proved that there was not the smallest need to suppose that folk with well-stocked purses would be less interested in the scheme than those not so happily endowed.

Announcements intended for the hundred-pound investor were speedily supplemented by others particularly aimed at the five-hundred, one thousand, and ten thousand rater with excellent effect.

A series of announcements, exceptionally felicitous in idea and treatment, associated the advertisers' appeal with an emotion that is one of the strongest in the hearts of men of the more well-to-do classes—the public school-boy's abiding affection for the place of his early education.

There was no sentimental nonsense on the subject written in the matter; the illustrations—admirably drawn, by the way—were allowed to make their own suggestion. All that the advertisers desired to do was to utilise the strongest means available to secure the favourable attention of a particular class of readers. Having secured that attention they were quite confident in the ability of a straightforward presentation of their case to do the rest.

**VICTORY WAR LOAN**  
1917  
THE EAGLE INSURANCE COMPANY  
THE BRITISH DOMINIONS GENERAL INSURANCE COMPANY, Limited.  
LONDON, ENGLAND

The first announcement in the series was a full-page advertisement in the *Illustrated London News* of the 10th March 1917. It was headed "VICTORY WAR LOAN" and "1917". The text of the advertisement was as follows:

1. With no extra premium for death benefit.  
2. With no premium for the Educational Expenses of your children.  
3. With no Young Children for whom they desire to provide a fund of money in a Savings Plan.  
4. With no premium for a child who is a member of the War Loan Club.

These four points were the main features of the advertisement. The text continued to describe the advantages of the War Loan policy, including the fact that it was a "National Service" and that it provided a "Savings Plan" for the future.

**The EAGLE and BRITISH DOMINIONS INSURANCE COMPANIES**  
LONDON, ENGLAND

THE FIRST ANNOUNCEMENT AND HOW IT WAS RESHAPED IN THE SECOND

**Do You Desire TO PROVIDE FOR**  
Your Son's Career  
Your Daughter's Education  
Your Family Welfare

Brothers helping to subscribe the money so necessary to win the War?

**THE EAGLE INSURANCE COMPANY**  
THE BRITISH DOMINIONS GENERAL INSURANCE COMPANY, Limited.  
LONDON, ENGLAND

The second advertisement was a full-page advertisement in the *Illustrated London News* of the 24th March 1917. It was headed "Do You Desire TO PROVIDE FOR" and "Your Son's Career, Your Daughter's Education, Your Family Welfare". The text of the advertisement was as follows:

1. With no extra premium for death benefit.  
2. With no premium for the Educational Expenses of your children.  
3. With no Young Children for whom they desire to provide a fund of money in a Savings Plan.  
4. With no premium for a child who is a member of the War Loan Club.

These four points were the main features of the advertisement. The text continued to describe the advantages of the War Loan policy, including the fact that it was a "National Service" and that it provided a "Savings Plan" for the future.

**The EAGLE and BRITISH DOMINIONS INSURANCE COMPANIES**  
LONDON, ENGLAND

# The Policy of THE PASSING SHOW

**D**URING the difficult situation caused by the paper restrictions, the Proprietors of "The Passing Show" are determined that any plans which they may make shall be so formed as to create as little inconvenience as possible to the advertisers who are supporting them.

The restrictions which now face publishers are common knowledge. In order to combat them, the "make-up" of the journal will be altered so as to have eight pages of advertisements each week in a 24-page paper, leaving sixteen clear pages of editorial.

As long as is possible the advertisement rates will not be increased, but advertisers are asked to waive all stipulations. By rotation of positions, every advertiser will be given equal opportunity.

The adoption of this policy, it is hoped, will enable "The Passing Show" satisfactorily to surmount the difficulties ahead of it.

*Philip Emanuel*  
Advertisement Manager  
**ODHAMS LIMITED**  
85-94 LONG ACRE  
LONDON, W.C.  
New Telephone No. :  
Gerrard 9870 (seven lines)



**AN EMPLOYER CALLED HIS STAFF TOGETHER and said:-**

**EVERYBODY CAN HELP THE WAR LOAN**  
and at the same time  
**PROVIDE**  
for  
Self, Wife, Family  
Children's Education or  
Business Career  
Daughter's Marriage Settlement  
Employees' Retirement  
Partnership Dissolution  
Relatives & other Contingencies

**HOW YOU CAN BECOME A SHAREHOLDER IN THE BRITISH EMPIRE**  
and at the same time make provision for yourself and your dependents from future income

**YOU CAN BUY WAR LOAN FUTURE EARNINGS**

**LAST 2 DAYS**

**QUESTIONS ANSWERED**  
EAGLE & BRITISH DOMINIONS  
INSURANCE COMPANIES  
GREAT  
WAR LOAN  
INSTALLMENT POLICY  
OBTAIN WITH OR WITHOUT MEDICAL EXAMINATION

**Out with your READY CASH—or even with UNREADY CASH.**  
Help the WAR LOAN

**ENDOW YOUR DAUGHTER A MARRIAGE PORTION A COLLEGE EDUCATION**  
through the WAR LOAN

**Provide for and Protect YOUR FAMILY YOUR FUTURE and Your Country**

**Capitalize Your Earning Capacity FOR YOUR COUNTRY**  
Buy WAR LOAN out of your FUTURE EARNINGS, and at the same time PROVIDE for your Future and your Dependents.  
1200 War Loan Secured by about 107 a Week  
**INCOME TAX SAVED**  
Up to One-Sixth of your Income

**HOW SOLDIERS & SAILORS THE WAR LOAN EASY PAYMENT PLAN**

**YOU CAN Help the War Loan from Future Savings**  
£5 : 11 : 4  
per month for 10 years  
£5 : 15 : 6  
per month for 15 years  
£18 : 14 : 0  
per month for 20 years

**The EAGLE and BRITISH DOMINIONS INSURANCE COMPANIES**

**"SCRAPE TOGETHER EVERY PENNY"**

A GROUP OF DISPLAYS SHOWING HEADLINE APPEALS

Except in one other instance, this series of displays contained the only illustrated advertisements. This was not at all because the power of pictorial appeal was unrealised or underestimated; but only that the exceedingly narrow limits of time confining the campaign made the obtaining of first-class illustrations in effect impossible—and anything less than the best in this direction was not held to be good enough.

In manner and matter the advertisements grew more emphatic and urgent as the days passed, until in the last announcements the principal features were telegraph and proposal forms. The great effect produced by these final "do it now" appeals, bringing to a focus as they did all the suggestion and argument contained in earlier announcements, may be gauged from the extraordinary fact that they induced applications for nearly a million and a quarter pounds worth of insurance.

So much for the Press announcements. They were not, most of them, remarkably brilliant as examples of craftsmanship in display, though nearly all were at least fairly creditable, thanks to the rough lay-out which accompanied each piece of copy issued. The scanty hours were not elastic enough to permit an indulgence in any elaborate polishing processes. The message was more important than the precise manner in which it was conveyed.

It should not occasion much surprise if we had to observe here that the enormous success of this advertising, so much beyond even the wildest anticipations of its originators, had caused such a breakdown in the interior organisation of the Companies as largely to have defeated its own ends.

The Pandora box opened by Mr. E. M. Mountain, managing director of the British Dominions Insurance Company, for the two companies, certainly released an altogether bewildering cloud of applications, proposals,

The  
**CLASS OF  
READERS**

who buy

**LONDON  
OPINION**

are just the very people  
you would like to see  
buying your goods.  
And there are at least  
a quarter of a million  
of them every week.

For the present the  
advertising space is  
entirely booked.

*John Hart.*

*Advertisement Manager*

67 & 68 Chandos St.  
STRAND, W.C.

queries, and the like: and that it was dealt with and controlled so effectually is one of the most remarkable incidents of a remarkable story.

For Mr. Mountain refused to be bewildered or confused and, with Mr. A. F. Shepherd, manager of the organisation department of the British Dominions, he evolved in a matter of hours, out of men and women and materials gathered in from here, there, and everywhere, a system and staff that handled the whole of the business brought in by the Companies' advertising with promptitude and precision. Some idea of what was achieved by these two master organisers may be gained from a sort of time-table story of a few of the most eventful days of the three weeks' campaign.

It was on Monday, January 29th, that Mr. Mountain first expounded his scheme to his fellow directors and departmental chiefs. After a general discussion a plan of campaign was formulated in all its essential details, and the first announcement was drafted.

The same day a draft proposal form was received from the manager of the Eagle Insurance Co., a prospectus was

laid out and handed to the printers and, with the assistance of the Dorland Agency, space was booked in the next day's issue of all the London dailies. It was anything but an easy matter to get space, as most of our readers will not need to be told, but somehow or other it was done. Copy was finally corrected and approved, and duplicated for distribution, and on Tuesday, January 30th, something less than eighteen hours after the scheme had first been suggested, announcements of it as a practicable business proposition were before the millions of readers of the great national newspapers.

Early on that day came the first supplies of prospectuses from the printers, and hour by hour the demand for them grew, until by evening it had become necessary to lift and cast the type so that a number of sets could be machined simultaneously.

Wednesday, January 31st, saw the question of paper supplies already becoming acute. Stocks were requisitioned from all sorts of out-of-the-way quarters, and an envelope hunt was also vigorously prosecuted.



# ETON

**Your Duty to  
YOUR CHILDREN AND YOUR COUNTRY**

THE Duke of Wellington is reported to have said that "The Battle of Waterloo was won upon the playing fields of Eton."

It is certainly true that the soldiers who will fight the "Great War after the War"—the British soldiers who will secure for the commercial supremacy of the world—will find their training ground in the great Public Schools of England.

It is the present duty of every man to help his country in the great struggle—it is none the less the duty of every man to prepare for the future—to equip his sons with the best possible education available, so that he may be prepared to take his place mentally, physically, and commercially amongst the men who will be the leaders of the future.

London—England looks to the parents of the younger generation of men—that the daughters shall also be qualified to fill the larger place in the dominion of the Empire which the great war of the universal war has demonstrated they can so capably fill.

You are called upon to bring forth your children to help build the great VICTORY WAR LOAN. You will do so gladly. By preparing and bringing up your son in one of the great public schools, you are doing for your country and at the same time take provision and make provision for the education of your sons and daughters in the best mode of the Empire.

**THROUGH WAR LOAN  
on this Instalment Plan  
EQUIP YOUR SON  
WITH THE  
FINEST POSSIBLE EDUCATION**

**How To Do It:**

Under the Eagle and British Dominions War Loan Instalment Scheme you can take out a Policy for £1,000 in a 10 years repayment loan, costing you (assuming your age is 40) £82 15 0—or spread over 15 years £55 10 0 per annum.

Immediately you have paid the first instalment we will take up £1,000 of New War Loan Stock on your behalf so that you will be building your country's "Thousand Pound" by combining our facilities with the security of your life.

In 10 or 15 years time, whichever you select, there will be available for your son or daughter £1,000 in War Loan Stock—sufficient to give them a Public School Education or to launch them in business.

Should you die in the meantime, the amount becomes immediately payable to your heirs without deduction and without any further payments whatsoever.

The policy can be obtained by you for whatever specific payment you desire.

**GREAT CAUSE TO-DAY  
AS GREAT TO-MORROW!**

Call to the managers of the Eagle and British Dominions Insurance Companies. They will show you how to invest your money in the War Loan—Provision for your sons and daughters of the Empire—for their education or for their business career.

Endow them with the fruits of your past and all that you have done for them. You have given them the best of all that is in the world to give them—education, in a word, meaning business. It is your career to secure their education. At the same time you are securing their future in the War Loan. You are best to provide for your children's education.

**For Full Prospectus and Rates apply to**

**The EAGLE and BRITISH DOMINIONS INSURANCE COMPANIES**

BRITISH DOMINIONS HOUSE, ROYAL EXCHANGE AVENUE, LONDON, E.C. 5. 79, FILL MALL, LONDON, S.W.

**PROSPECTUSES CAN ALSO BE OBTAINED AT**

BRANCHES: AGENTS: MANAGERS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4.	BRANCHES: AGENTS: MANAGERS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4.	BRANCHES: AGENTS: MANAGERS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4. AGENTS: LONDON: 10, Abchurch Lane, E.C. 4.
--	--	--

## THE PAPER TROUBLE

From the May number of the London Magazine, which goes on sale on 20th April, the number of advertisement pages is to be restricted. Existing contracts will be fulfilled, but the amount of new business that can be accepted is very small. If YOUR order is received too late, it must be declined with regrets. *Verb. Sap.*

W. B. Robertson,  
Advertisement Manager,  
The Fleetway House,  
London, E.C.







—of the provincial  
morning newspapers  
the

# DAILY DISPATCH

**provides the  
cheapest publicity**

*Every important advertiser  
in the United Kingdom has  
tried it and found it pay  
handsomely*

**Rate 25s. per s.c. inch  
Whole Front Page £200**

**46 Shoe Lane  
E.C.4**

**Withy Grove,  
Manchester**



Commencing  
March 1st, 1917,

**The Advertisement Rate**  
for  
**“John Bull”**  
is  
**£200 per page**  
and pro rata.

**SOLUS COLUMNS** (3 cols. to page) - **£7** per inch

**NARROW** „ (4 „ „ ) - **£5 : 5s.** per inch

*On our present circulation of over a million-and-a-half this rate works out at 2/8 per page per thousand and is more reasonable than any other British periodical of similar page area.*

*Philip Emanuel, Advertisement Manager,*  
**ODHAMS LIMITED, 85-94, LONG ACRE, LONDON, W.C.**

Such a demonstration must very largely influence the activities of a host of advertisers in the near future, even

## VICTORY WAR LOAN INSTALMENT SCHEME.

### URGENT NOTICE TO THE PUBLIC.

#### The EAGLE and BRITISH DOMINIONS INSURANCE COMPANIES BEG TO ANNOUNCE

that, owing to the extraordinary demand made upon them during the last few days under their **INSURANCE INSTALMENT SCHEMES** delay has been unavoidable.

In order that the country, however, might get the full benefit of all applications, which would not have been the case unless the Stock had been taken up by the 16th inst. the Companies have, over and above their original amount of £1,565,000, now applied for

**AN ADDITIONAL £4,000,000**

This covers all those proposals that have been accepted, at those that have been delayed from want of medical examination, all those that have not received notice that they are accepted; all those that have sent in telegrams desiring Stock to be reserved for them, and a margin for all those proposals which for various reasons are delayed by the post or in Branch Offices, etc., etc.

The Companies have relied on all applicants fulfilling their stated requirements, and they have the satisfaction of knowing that the Country is benefitting to the same extent as if they had received formal acceptance of their proposals.

In order to facilitate the earliest possible completion of all proposals, the Companies have now made the following arrangements:—

(1) Under Scheme 1 the Companies have a Large Staff of qualified Medical Practitioners in attendance at 79, Pall Mall, and British Dominions House, Royal Exchange Avenue, and will, in special cases, examine any proposer who, at their request, they have also agreed to accept the report of ANY qualified Medical Practitioner, and will remit to him the usual medical fee for such examination on receipt of his report.

Persons who have not already been examined, therefore, under Scheme 1 are requested to do so at the earliest possible moment, and to examine themselves at the Companies' Offices, to save their doctor's time and to forward the report with the least possible delay.

(2) Acceptances are being posted as speedily as possible in respect of all proposals received under Scheme 2 (Non Medical). ALL OF WHICH ARE ACCEPTED, and if there is any delay in the proposer receiving the letter of acceptance under either scheme the Companies will be pleased to be advised, as it is caused by pressure of work. All letters of acceptance will be posted as speedily as possible.

(3) If for any reason proposals are not accepted under Scheme 1 owing to an unsatisfactory Medical Report, arrangements have been made whereby they may, if so desired, transfer to Scheme 2 (Non Medical).

It is urgently requested by the Companies that all proposals that have been delayed from any cause whatever should be sent in forthwith.

## The Eagle and British Dominions INSURANCE COMPANIES.

100, ST. MARY-STREET, CARDIFF.  
BRITISH DOMINIONS HOUSE, ROYAL EXCHANGE AVENUE, LONDON, E.C. 4.  
79, PALL MALL, LONDON, S.W. 1.  
BRANCHES:—LONDON: 1, THE HARTLEY STREET, E.C. 4 (See Com.)—see p. 1044  
HOLBORN: 1, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Telegrams: Dominions, Stock, London.  
Eagle Insurance, Pall Mall, London.

#### THE FINAL ADVERTISEMENT

apart from vendors of insurance, to whom it must have come as very literally an "eye-opener."

### Media in which the Advertisements appeared.

**LONDON MORNING NEWSPAPERS.**—*Times, Telegraph, Morning Post, Mail, News and Leader, Chronicle, Express, Graphic, Sketch, Mirror, Financial News, Financial Times, and Financier and Bullionist.*

**LONDON EVENING NEWSPAPERS.**—*Standard, Westminster Gazette, Pall Mall Gazette, Globe, Evening News, and Star.*

**PROVINCIAL MORNING NEWSPAPERS.**—*Liverpool, Daily Post, Courier, and Journal of Commerce; Manchester, Guardian and Dispatch; Birmingham, Post and Gazette; Sheffield, Daily Telegraph and Independent; Leeds, Yorkshire Post and Mercury; Newcastle, Daily Chronicle, Daily Journal, and North Mail; Bristol, Western Daily Press and Times and Mirror; Bradford, Yorks Observer; Hull, Eastern Morning News; Nottingham, Guardian and Daily Express; Stoke, Staffs Daily Sentinel; Leicester, Daily Post; Cardiff, Western Mail and South Wales Daily News; Norwich, Eastern Daily Press; Plymouth, Western Morning News and Western Daily Mercury; Yorkshire Daily Herald; Ipswich, East Anglian Daily Times; Darlington, Northern Echo; Glasgow, Herald and Record; Edinburgh, Scotsman; Dundee, Advertiser and Courier; Aberdeen Daily Journal; Belfast, News Letter and Northern Whig; Dublin, Irish Times and Irish Independent.*

**PROVINCIAL EVENING PAPERS.**—*Liverpool, Express and Echo; Manchester, News and Chronicle; Birmingham, Dispatch; Sheffield, Telegraph and Star; Leeds, Yorkshire Post and Yorkshire News; Newcastle, Chronicle; Hull, Daily Mail and Daily News; Nottingham, News; Portsmouth, News; Leicester, Daily Mercury and Mail; Southampton, Southern Daily Echo; York, Yorkshire Press; Bournemouth, Daily Echo; Glasgow, Citizen, News, and Times; Edinburgh, News and Dispatch; Dundee, Telegraph; Aberdeen, Express; Belfast, Telegraph.*

**PROVINCIAL WEEKLY PAPERS.**—*Bedford, Times and Series (Bedford, Record; Amptill, News; Leighton, Reporter; and Woburn Reporter); Luton, News; Reading, Mercury; Berkshire, Chronicle (Reading) and Series (Maidenhead, Chronicle; Slough, Chronicle; Windsor, Chronicle; Newbury, Chronicle; Wokingham, Chronicle); Aylesbury, Bucks Advertiser; Cambridge, Weekly News and Series (Saffron Walden, Weekly News; Royston, Weekly News; Ely, Weekly Guardian; Haverhill, Weekly News; Newmarket, Weekly News); Cambridge Chronicle; March, Cambridgeshire Times and Series (Chatteris and Hunts Standard; Ely, Standard; Upwell and Outwell, Advertiser; Littleport, Gazette; Whittlesea, Reporter; Soham and Newmarket, Advertiser); Chester, Chronicle and Series (Crewe, Chronicle; Nantwich, Chronicle; Northwich, Chronicle; Winsford and Middlewich, Chronicle; Widnes and Runcorn, Chronicle); Southampton, Hampshire Advertiser; Hereford, Times; Hitchin, Herts Express; Ashford, Kentish Express; Kent Messenger and Series (Maidstone, Telegraph; Gravesend, Telegraph; Sevenoaks, Telegraph; Ashford, Examiner); Maidstone,*

Only an agency equipped down to the smallest detail could handle with success such a campaign as that of The Eagle and British Dominions War Loan Insurance Scheme

G. W. KETTLE  
The Dorland Agency  
16 REGENT ST.  
LONDON, S.W. 1



*Media used in the Eagle and British Dominions Campaign—continued.*

*South-Eastern Gazette*; Liverpool, *Weekly Post*; Accrington, *Observer*; Barrow, *Guardian*; Halifax, *Weekly Guardian*; Nuneaton, *Midland Counties Tribune*; Warrington *Guardian* and Series (Chester, *Guardian*; Northwich, *Guardian*; Winsford and Middlewich, *Guardian*; Altrincham, *Guardian*; Sale and Stretford, *Guardian*; Crewe, *Guardian*; Nantwich, *Guardian*; Sandbach, *Guardian*; Congleton, *Guardian*; Knutsford, *Guardian*; Runcorn, *Guardian*; Widnes, *Guardian*; Leicester, *Midland Free Press*; Lincoln, *Chronicle*; Newport, *South Wales Argus*; Norwich, *Mercury* and Series (*People's Weekly Journal*; Lowestoft, *Journal*; Dereham and Fakenham, *Times*; Thetford and Watton, *Times*; Downham Market, *Gazette*; Yarmouth and Gorleston, *Times*; Diss, *Journal*; Peterborough, *Advertiser*; Kettering, *Guardian* and Series (*Northamptonshire and Hunts Gazette* and *Wellingborough and Rushden Gazette*); Nottingham, *Weekly Express*; Oxford, *Times*; Shrewsbury and Wellington, *Journal*; Taunton, *Somerset County Gazette*; Penzance, *Cornishman* and Series (*Cornish Telegraph*; *Cornish Post*; Redruth, *Advertiser*; *Cornish Evening Tidings*; Hayle, *Mail*; Helston, *Advertiser*; St. Ives, *Weekly Summary*); Chesterfield, *Derbyshire Times* and Series (Belper, *News*; Ilkeston, *Pioneer*); Derby, *Derbyshire Advertiser* and Series (Ashbourne, *Advertiser*; Belper and Duffield Edition, Matlock and Worksworth Edition, Buxton and Bakewell Edition, Alfreton and Belper Edition); Derbyshire, *Courier*; Buxton, *Advertiser* and Series (*High Peak News*; Matlock, *Guardian*); Plymouth, *Western Daily Mercury*; Newton Abbot, *Mid-Devon Advertiser*; Dorchester, *Dorset County Chronicle* and Series (Weymouth, *Southern Times* and *Dorset County Herald*); Durham, *County Advertiser*; Auckland, *Chronicle*; Chelmsford, *Essex Weekly News* and Series (*Essex, Independent*; Braintree and Bocking, *Advertiser*; *Southern Observer*; Barking and East Ham and Ilford, *Advertiser*); Chelmsford, *Essex County Chronicle* and Series (*Essex, Herald*; *Essex, Newsman*; Malden, *Express*); Colchester, *Essex Standard* and Series (*Colchester, Gazette*;

*Waltham Gazette*); Romford, *Essex Times*; Gloucester *Chronicle* and Series (Gloucester, *Household News*); Bristol, *Observer*; Bournemouth, *Poole Herald* and Series (Branksome, *Herald*; Blandford, *Herald*; Wimborne, *Herald*; Lymington, *Chronicle*; Ringwood, *Chronicle*; New Forest, *Chronicle*); Portsmouth, *Times*; Bath, *Weekly Chronicle*; Hanley, *Staffs Sentinel*; Lewes, *Sussex County Herald* and Series (Eastbourne, *Gazette*; Kent and Sussex, *Courier*; Tunbridge Wells, *Gazette*; Brighton, *Advertiser*; Tonbridge, *Gazette*); Leamington Spa, *Courier*; Kendal, *Westmoreland Gazette*; Swindon, *North Wilts Herald*; Suffolk, *Chronicle*; Hull, *East Yorkshire Times*; Bradford, *Observer Budget*; Yorkshire, *Weekly Gazette*; Whitby, *Gazette*; Cardiff, *Times and Weekly Mail*; Carmarthen, *Herald* and Series (Llandudno, *Visitors' Herald*; Holyhead, *Mail*; Merioneth, *News*; Colwyn Bay, *Herald*; Cymraeg, *Herald*); Dundee, *People's Journal* and Series (Inverness and Northern Counties Edition, Aberdeen City Edition, Aberdeen and Banffshire Edition, Fife and Kinross-shires Edition, Forfarshire Edition, Perthshire Edition, Argyll and the Isles Edition, Glasgow Edition, Irish Edition, and the National Edition).

**SUNDAY NEWSPAPERS.**—*Observer, Sunday Times, Referee, Lloyd's, News of the World, People, Reynolds's, Dispatch, Illustrated Herald, Pictorial, Chronicle, Umpire, Evening Telegram, News of the World* (Bulletin Edition).

**RELIGIOUS WEEKLY PUBLICATIONS.**—*British Weekly, Catholic Herald, Catholic Times, Christian World, Church Family Newspaper, Church Times, Irish Catholic, and Jewish Chronicle.*

**MISCELLANEOUS PUBLICATIONS.**—*Lloyd's Shipping List, Nation, Outlook, Public Opinion, Saturday Review, Spectator, City John Bull, Schoolmaster, John Bull, Passing Show, Law Journal, City Press, Investors' Review, Economist, Land and Water, Capitalist, Citizen, Statist, States Gazette, Truth, Fair Play, New Witness, Teacher's World, Shoe Trades Journal, Irish Life, Stock Exchange Gazette, Financial Mail, Licensed Victuallers' Gazette, and Farmer and Stockbreeder.*

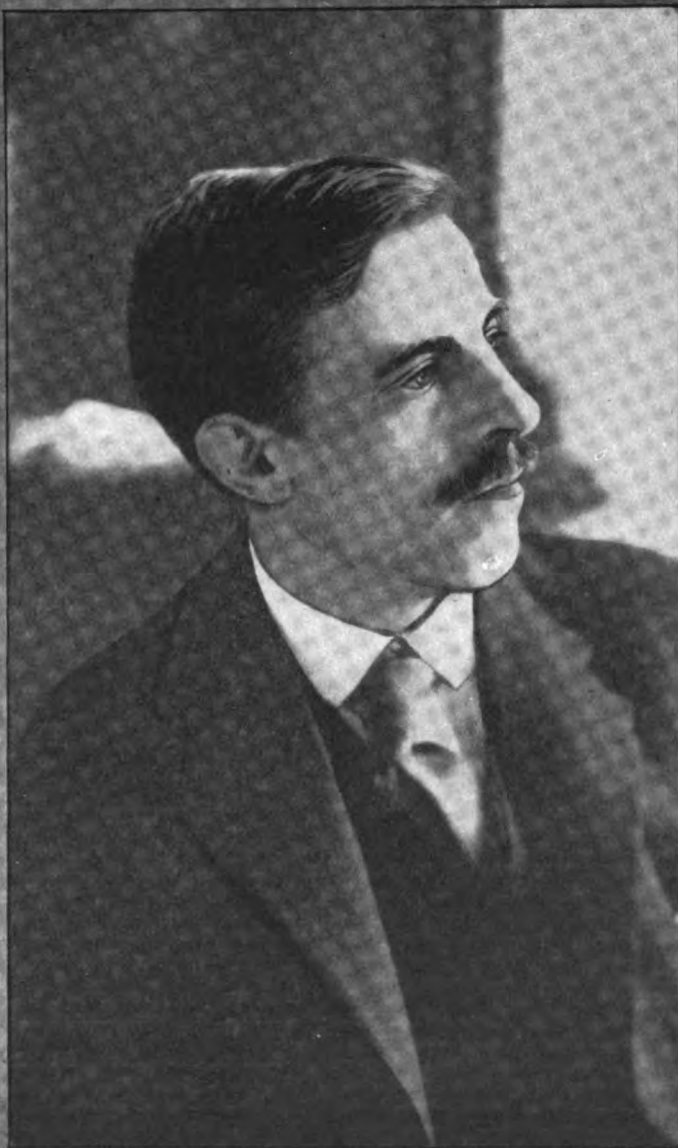
In the House of Commons on February 28th Mr. Lewis Haslam asked the President of the Board of Trade whether he would consider the desirability of taking such steps as might be necessary to raise the prices of newspapers compulsorily in order to diminish the consumption of paper, and to render fairer the competition between the proprietors than is the case where such increases in prices are voluntary.

Mr. G. H. Roberts, Parliamentary Secretary to the Board of Trade, in a written reply, said the consumption of paper was being restricted within the limits decided upon by means of the restriction of imports of paper and paper-making materials. He did not think it desirable that compulsion should be exercised in the direction suggested.

A special meeting of the Scottish Daily Newspapers Society, held in Edinburgh on

February 28th, unanimously resolved to suspend the issue of contents bills of all morning, evening, and weekly newspapers after the following Saturday, and to discontinue allowing "returns" on morning and weekly newspapers at an early date. "Returns" on Scottish evening papers have been discontinued since March 1st last year.

Mr. Herbert Vincent, who for the past fourteen years has been associated with Messrs. Harris & Sheldon, Ltd., as sales and publicity manager, has now joined Messrs. Parnall & Sons, of Bristol. We understand that Mr. Vincent's headquarters will be at Messrs. Parnall's new offices recently opened at the corner of Summer Row and Lionel Street, Birmingham. Mr. Vincent's new duties are those of publicity manager. Messrs. Parnall & Sons are the shop-fitting section of Messrs. W. & T. Avery, of Birmingham.



**Mr. A. F. SHEPHERD**

*Manager of the Organization Department of the British Dominions Insurance Company*

# FOR THE ADVERTISING MAN'S LIBRARY

**"The Boy's Book of Business." By Cecil Chisholm, M.A., and Dudley W. Walton. Sir Isaac Pitman & Sons, Ltd. 1s. 6d. net.**

The writing of *The Boy's Book of Business* was a very happy inspiration.

What is generally called "Business"—meaning the business of the manufacturer and the merchant—has as a rule but small attraction for the roving eye and adventurous spirit of youth. It seems a drab affair altogether; mere money grubbing drudgery, that must be endured no doubt by most, but only until they have earned enough to be able to escape from it.

The mass of young people will never enter upon their working careers with the eagerness and anticipation that alone can make them efficient and successful until the idea of "business" is presented to them in a more attractive manner than it has been in the past.

Messrs. Chisholm and Walton strike the right note at the outset in assuring the boy to whom they address themselves that "business is the most absorbing and the most romantic adventure to which you can dedicate your youth."

Their readers will also appreciate their presentation of business as an "even better sport than either cricket or football, for in business you are really 'up against it.' You have to meet fellows as able as yourself. Business is one long scrum. That is why it is the finest sport in the world. But it is the most exacting of all sports. You simply have to train for it. For business finds out your weak spots as study or sport never does. The brilliant slacker always loses."

This sort of thing is a vast improvement on the "work is not play, sonny" or "business is not a game, my boy" with which so many youngsters have been given a setback on the very threshold of their careers. Boys need to be convinced that business is a game before they will enter into it with zest and carry it on like sportsmen.

The scope of *The Boy's Book of Business* may best be indicated by quoting the chapter headings. Why you are leaving school—Charting your future—Your first day in business—Personal efficiency in business—Getting used to the office—Mastering the office

machinery—Taming the typewriter—Why you should learn shorthand—Helping with correspondence—Writing letters for yourself—Using a foreign language—Aiding the order department—Details of dispatching work—Keeping the records—Double entry made easy—How to balance the books—Calculating the costs of business—How business is controlled by figures—Business statistics and graphs—How to count the cash—What the bank does—How your firm collects its debts—The structure of modern business—The different types of business—Playing the department game—Learning and earning—Keeping yourself fit for business—Books of business facts—Filling your own bookshelf.

It will be seen that the ground covered is fairly extensive, but by dint of judicious compression the authors have contrived to treat all their subjects adequately within the limits set by 170 small pages and to include a handy glossary of business terms as well; and, what is most to be commended, they have done this without injury to a colloquially free style of writing that makes it as easily readable by "common or garden" boys as it is full of information.

The authority attaching to the authors' statements will be made unquestionable in the eyes of their readers by their emphatic endorsement, in a Foreword, by Lieut.-General Sir R. S. Baden-Powell.

If the book has a sale commensurate with its merits it will be very widely circulated indeed, to the great advantage of the rising generation of business men. With the assistance of such a guide to their endeavours, numberless workers now hopelessly stranded in the blind alleys of business might have made that steady progression towards a more desirable position without which no worker can be entirely healthy, either as part of the commercial organism or as an individual. It will help the more fit to the top and the less fit from the bottom and should make better men and more useful citizens of both in doing so.

Messrs. Chisholm and Walton have not only written a good book, they have performed a public service of which the value may easily prove to be beyond the reach of exaggeration.

**"Street's Newspaper Directory, 1917." Messrs. G. Street & Co. 3s. 6d.**

This handsome volume, in its familiar bright blue cover, has been issued for the current year, and will be as much valued as ever in the offices of all advertising and newspaper men. Well arranged and admirably printed, with an abundance of "white" on every page, which has a pleasant suggestion of quality and opulence, the volume contains all its usual features, set out in the style with

which we have been long accustomed. The Colonial and Indian section, too, as usual, contains notes as to the area, products, population, industries, etc., of the several Dominions and Dependencies, which will be useful to advertisers proposing to place their goods in those fields, and the book becomes, therefore, in some measure a gazetteer, and its acceptability is thereby enhanced. The publishers explain that they had originally intended to insert a complete list of Colonial newspapers, but

"Mr. Derrick is performing a big service to the nation . . .

it is to be hoped the lesson he teaches will be learned in time."

—LIVERPOOL COURIER.



**LIVERPOOL POST:** "... lucidity and force of argument that can only come from one who writes from a life-long and highly successful practical experience."

**BIRMINGHAM GAZETTE:** "One of the most enterprising of modern publicity experts . . . the advice and information will be found worth many times the cost."

**DAILY EXPRESS:** "Mr. Derrick speaks with the authority of many years' experience in this country and in the United States."

**SUNDAY TIMES:** "... a stimulus and a warning to the less energetic of British manufacturers . . . out of his large business experience."

**EDINBURGH EVENING NEWS:** "The author goes into the whole subject exhaustively . . . his points have the merit of novelty."

**CHEMIST & DRUGGIST:** "... Good reading and practical instruction."

**GROECR:** "A masterful study of the whole problem of salesmanship, it outlines a policy which our knights of commerce would do well to consider."

**ORGANISER:** "The best means of profitably dominating a market upon a basis of reduced selling cost."

**THE OUTFITTER:** "Mr. Paul Derrick tells us how to reduce selling expenses whilst increasing the turnover . . . the best methods of avoiding a glut, and of how to create and control demand."

**TOBACCO TRADES REVIEW:** "Mr. Paul E. Derrick's book is likely to have considerable influence upon the methods to be adopted to maintain our position in the world's markets."

**DUNDEE ADVERTISER:** "Mr. Derrick's ability to speak authoritatively on advertising as an aid to business is well demonstrated."

**DUNDEE COURIER:** "Plainly one who knows thoroughly the result of the advice which he offers to manufacturers, and therefore worthy to be followed by manufacturers."

**GLASGOW DAILY RECORD & MAIL:** "Mr. Paul Derrick has broken almost virgin ground . . . his book has an urgent bearing on the financial trials and the commercial struggle which lie before us."

**PRINTER'S INK, New York:** "Mr. Paul E. Derrick will be remembered also as the originator of several unique trade characters, which have since become famous through national advertising. His book is an orderly and extremely simple presentation of modern marketing conditions, and the part which advertising plays in them . . ."

From any bookseller, or **GEORGE NEWNES, LTD.**, Southampton Street, W.C. 6/- NET. 6/6 POST FREE.

# IN PREPARING Your Selling and Advertising Schemes for the Great Push after the War, you can command Mr. Paul E. Derrick's Personal Services—

in a purely advisory capacity upon all matters relating to the reduction of Selling Costs, without the detail of preparing and placing of any advertising.

OR you can command the whole or any part of the organisation of this Agency, consisting as it does of Specialists in Press Advertising, Printing and Colour Printing, and Outdoor Publicity of every description. Complete advertising campaigns for the Home Market and throughout the Empire.

As much or as little as you need, provided we are not already serving a similar trade.

Our Aim has ever been to Do It Better.

PAUL E.  
**DERRICK**  
ADVERTISING AGENCY, Ltd.

Telephones:  
1054, 1055 Gerrard.

Telegrams:  
"Paulderrick, Estrand, London."

34 Norfolk Street, Strand, London, W.C. 2

they came to the conclusion that such a compilation would be more misleading than helpful, for the enormous list of papers, many of them quite small, might act as a

deterrent to an advertiser proposing to enter the market. Messrs. Street have therefore contented themselves with lists of the principal publications.

Messrs. Mitchell's *Newspaper Press Directory* for 1917 will be issued shortly, and will again be very useful to all advertising men, because it is not merely a list of newspapers, but so much besides. Apart from the directory pure and simple, its most valuable

feature is a series of articles relating to the trade of the Empire. Another essay, "The Trend of the Modern Press," will record some of the unprecedented difficulties which newspapers have been called upon to face.

## WHAT SHALL WE DO WITH THE BILLPOSTING STATION?

ON PAGE 242 we publish an article making certain suggestions with regard to the utilisation of hoardings, etc., for painted signs, now that all except single-sheet posters are prohibited. We submitted this article to Mr. Cyril Sheldon, who says: "I have read the typescript of the article 'What shall we do with the Billposting Station?' by Mr. W. Arthur Northam, and my reply to his question would be that this is a matter which should be left to the billposters to decide, as they know most about the subject. Mr. Northam's suggestion that billposting stations should be converted into painted signs is altogether impracticable. In the first place, the people described by Mr. Northam as 'minor pot-boiler artists' would be wholly at sea in attempting to reproduce a design the size of a large poster, and the number of men who have been brought up to the business like sign-

writers and so on is so very small that supposing they were all concentrated in one town it would take them all their time to get the whole of the hoardings done in anything like a reasonable period. Apart from all this, however, it is impossible to turn billposting stations instantly into painted signs. In the first place, the whole of the paper must be stripped, and it is impossible to convey to anyone who has not had a job of this sort to do what a tremendous amount of work is involved. Then again in the matter of cost, I should say that it would be absolutely prohibitive. The billposting trade has certainly received a severe blow, but it isn't dead yet by a long way. I have every hope that considerable amendments will be made in the terms of the Order, at any rate, modifications sufficient to allow of our continuing our business to some little extent."

## WAR LOAN ADVERTISING

ONE OF the greatest successes of the war—so far, at all events, as its civil aspect is concerned—has been achieved by Mr. Kennedy Jones, says *The National News*.

It was a great victory, which was achieved at the least possible cost. It was won in a small room, with no fire in it, by three men—each of them experts in their own line—who gave their services to the nation free, gratis and for nothing. This is what Mr. Kennedy Jones, Mr. Charles Palmer and Mr. Charles F. Higham did. And they said as little about their work as they cared for it.

And now for our moral.

They—three accomplished experts, each of them capable of earning and deserving a minimum salary of £5,000 a year—worked for sheer love of the thing, and for love of their country.

And they did not occupy a mammoth hotel to do it in.

Now, the Government should have only the best men in their employment. *The National News* suggests that they should create Mr. Kennedy Jones Director-General of their vast Publicity Department.

But there is no time to be lost. Let this matter be attended to at once! Not when it is too late.

The conductors of *The Woman at Home* hit on the novel idea of converting the front cover of the April issue into a jig-saw puzzle. For the neatest and best mounted solutions prizes are offered. When the puzzle

is put together it will be found to consist of the advertisement of a well-known firm. The number carries a goodly showing of advertisements and its editorial matter is interesting and varied.



*Extract from "Brain Power," No. 19, the organ of the Pelman Institute.*

And, of all the journalistic media selected by the Institute for the publication of its announcements, the "Daily Mail," it may be frankly stated, stands easily first in importance. In point of numbers, as well as in point of "quality," the "Daily Mail" has fairly earned this tribute to its astonishing popularity with every section of the British public. Pelman advertisements in its columns have been responded to not only by every class of business and professional men and women, but by the "leisured" and official classes in equal degree. One naturally expects—and receives—correspondence from the more exclusive classes of Society when advertising in the "Times," but the response from these quarters is equally great in the case of the former journal. Several British Generals and a large number of titled persons, now Pelman students, have become so as the result of an advertisement in the "Mail."

## LIBEL IN ADVERTISING

IN SUMMING up the evidence in the recent "Dunlop v. Michelin" case, Mr. Justice Avory gave some definitions of the legal aspect of libel which are worth recording. He said:

"As to the issues between the parties, the first question was, what was the definition of a libel. So far as it was applicable to the circumstances of the case, a libel was whatever was calculated to injure the plaintiffs' reputation as honest traders. There was no allegation in this case of slander of goods either by the plaintiffs against the defendants or by the defendants against the plaintiffs on the counter-claim, as neither party alleged special damage. If the advertisements on each side amounted to no more than criticism of the goods of their rivals, then the claim of the plaintiffs and the counterclaim of the defendants alike would fail. But there was a sense in which a criticism of the goods might amount to an imputation on the character of a trader, and whether the advertisements in this case were of that nature or not was the question for the jury to answer. They had to consider, however, not what the writer himself meant in writing the matter, but what a reasonable person would understand it to mean. As neither side claimed to have suffered special

damage, it would be for the jury, if they found that the advertisements related to the plaintiffs or the defendants respectively as the parties claimed they did, that they constituted imputations upon their honesty and were not mere criticisms of their goods, to consider the question of damages.

"On the point of privilege, which was pleaded by the defendants, the question for the jury, his Lordship said, would be whether the advertisements issued by the plaintiffs constituted an attack on the defendants' character. In that case the defendants would be justified in defending themselves to the extent that they were entitled to retort in a manner which was reasonably necessary for the protection of their interests; but if they were actuated by other motives than the protection of their own interests, then they could not avail themselves of the defence of privilege. The question was not who began the controversy, but what was the character of the ultimate retort. If the jury came to the conclusion that the case might be described as 'six of one and half a dozen of the other' they would probably think a small amount of damages to each would meet the justice of the case."

## ADVERTISING CIRCULARS

### What Do the New Rules Mean?

THE POSITION of advertisers and advertising agents under the new Paper Restriction Order is naturally causing those gentlemen a great deal of anxiety, and many enquiries are reaching us as to our interpretation of them.

Replying to a request for our opinion from a leading Manchester firm, we have sent an answer, which we now publish, because we think it may be useful to other of our readers.

"In our opinion—which, of course, must not be taken as that of 'a counsel learned in the law'—publishers and advertising agents are clearly entitled to circularise advertisers.

"The governing regulations seem to be contained in the two explanatory notices on the Paper Restriction Order recently issued, which read as follows:—

"A 'tradesman' or a 'retailer' is any person, firm, society, company, or corporation which offers goods for sale or hire for profit to other persons who are not dealers in those goods.

"A 'trader' who is allowed to send out a catalogue or price list to other traders is a manufacturer, merchant, dealer, or agent, and the 'trader' to whom he is allowed to send

his catalogue or list is another 'trader,' who sells or, for the purpose of his trade, uses the goods referred to in the catalogue or price list."

"You will observe that the word 'goods' is used in both of these. Advertising space might conceivably be considered as coming under the heading of 'goods'; but it is difficult to see how the advertising agents' services, consisting chiefly of expert advice, can be made to do so.

"You will note also that a 'trader' is allowed to send his catalogue or list to another 'trader,' if the latter 'for the purpose of his trade uses the goods referred to in the catalogue or price list."

"The word 'uses' certainly covers the kind of goods, or services, offered by vendors of advertising space and advertising advice.

"Since, however, catalogues and price lists are specifically mentioned, to the implied exclusion of other matter, we think that all advertising promotion matter should contain something in the nature of a scale of charges or statement of terms, so as to bring it within the limits apparently set by the order."

it "declines to participate in this waste of public money, and will not in future publish any National Service advertisement which contains only a general appeal." This pronouncement follows the remark that "the department pours out leaflets and posters by the million, and pays thousands of pounds for advertisements of general appeals, which should be unnecessary after two months' publicity."

### National Service.

#### "DAILY CHRONICLE" DECLINES THE ADVERTISEMENTS.

THE SCHEME for National Service is now incurring a great deal of severe hostile criticism, but it has been left to *The Daily Chronicle* to express this criticism in specially comprehensible terms, for in its issue of March 22nd our contemporary announces point blank that

ONE HALFPENNY

and

Absolutely Complete



THE

Daily News

$\frac{1}{2}$  D.



$\frac{1}{2}$  D.

ALL the ESSENTIAL NEWS  
And WAR CABLES

## "WHAT SHALL WE DO WITH THE BILLPOSTING STATION?"

A few notes of interest to Billposting Companies and those Advertisers who use hoardings in their Advertising schemes.

By W. ARTHUR NORTHAM,

Director of Messrs. Palmer, Newbould and Co.

THE NEW Order restricting the size of future posters to 600 square inches will damage financially the owners of billposting stations more hurtfully than any order has hit any trade to date. Furthermore, as the poor man's picture gallery becomes bedraggled and unsightly, it will make this country look as picturesque as a mangy cat; yet, as it is in the country's best interests, who will dream of kicking?

The vision of the hoardings, however, covered with damaged out-of-date posters has disturbed my sense of the artistic, to say nothing of creating a definite feeling that trade will suffer and that the spirits of the people will be unconsciously affected. It would be better if the hoardings were removed than that they should remain blots to the eye.

I know of no better index of trade than the billposting station, and in my days of commercial travelling for the sale of advertising I gauged the possibilities of order-getting by the state of the street picture gallery. To see space occupied with obsolete auctioneers' sale bills made me think forward to the next town; on the other hand, if the hoardings were filled with well posted, bright, current sheets, I found it easy to do four miles an hour with a bag.

What can we do? The billposting business cannot be allowed to die. It is not possible to say, and no one wants to find out, just what can be done to *evade* the order, yet we are right in analysing the situation and in assuming that as the order is simply intended to conserve paper, there can be nothing against the use of any posters already printed. That being so, the appearance of the hoardings and the income of the owners will depreciate gradually at first, but later will rapidly collapse.

What then? Will advertisers use

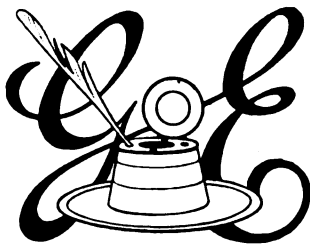
big groups of double-crown posters? No! because that will merely evade the order, and who would dare? Such a scheme would be a poor advertisement, for no unpatriotic action can prove ultimately to be good advertising.

But the hoardings can be used by painting the advertisements. Billposters should get into touch immediately with painters and artists, then advertise to advertisers that they will paint the necessary advertisement; this will not sidestep the Act nor offend the authorities.

There must be very many of the minor pot-boiler artists in these days anxious to earn money (men whose living is, for the war period, dead), also the type of man who painted hotel signs, theatrical scene painters, fascia writers, ticket writers, and even the ordinary painter. These men would copy the designs of advertisement artists, which designs should range from simple lettering to bolder sketches of the Hassall type.

Here, then, is a method of using hoardings which will protect the stations from the weather and keep them from becoming unsightly; will save billposting companies from loss and possible bankruptcy, and at the same time create a new scheme of advertising for both national and the smaller local advertisers. It will in addition give employment to a class of worker which is being hardly hit.

The additional cost of the advertisement will be justified by the novelty and the length of life, and by comparison with the increased cost of advertising space in newspapers. Advertisers should stir themselves and select spaces for large painted advertisements, and the billposting companies should investigate their contracts so to arrange matters that large spaces can be let for the purpose.



## I can sell Machinery :

Practical experience supplemented by natural inclination gives me a ready grasp of mechanical propositions.

I understand what the buyer needs as well as what the seller can offer. And, instinctively, I understand the goods.

This developed "mechanical twist," with the knowledge and experience gained as a successful practitioner of salesmanship and modern advertising, enables me to offer advertisers of machinery and mechanical appliances a thoroughly well-informed efficient service.

### *For your own proposition*

write me full details or make an appointment for a talk over the matter. Then, if I cannot prove myself useful—simply indicate that there is "nothing doing."

Advertising Adviser,

**CROMWELL HOUSE, FULWOOD PLACE, HIGH HOLBORN, W.C. 1.**

Telephone 2054 Holborn.



## "CONTROLLED" BUT CARRYING ON



**What the proprietors of the "C.A.V." Trade-mark are doing to maintain their position in the Motor World.**

WHEN THE war broke loose into the commercial world it gave an enormous stimulus to making and struck a deadly blow at marketing. From the first stunning effect of that blow many of our manufacturers and merchants fortunately recovered in the course of a few weeks, and most have made at least a partial recovery by this time; but it has been followed by such a succession of attacks upon the freedom of general trading that only the most courageous have pursued an aggressive policy in salesmanship or goodwill maintenance with unabated energy.

Among these Messrs. C. A. Vandervell & Co., Ltd., the electrical engineers whose "C.A.V." brand mark is famous throughout the motor world, can claim a leading place.

The first shock of war was to them exceptionally severe. Many months before it came they had determined upon a great and practically world-wide selling campaign that should render their already strong position in their own field altogether unassailable. As a preliminary to this campaign they had embarked upon a vastly increased and accelerated scheme of production, and they were in the midst of carrying it out when the bombshell of 1914 seemed, for the moment, to blow all their carefully laid plans to pieces.

Their commitments were heavy, and it is small cause for wonder if for some short time they were at a loss as to what course to pursue. It must be remembered that they could foresee no clearer than the rest of us what the time before them would bring forth. That the course of events has justified the action they took in no way detracts from their courage in taking it.

They decided to carry their great production programme to completion and to continue their selling activities on the same scale as before, while accumulating information and making other preparations for a large exten-

sion of them at the first favourable moment.

As it turned out it was fortunate indeed for them that they did not hold up the producing plans which had been put in operation, for their works were among the very first to be "controlled" by the Government for the sole and exclusive purpose of turning out munitions of war.

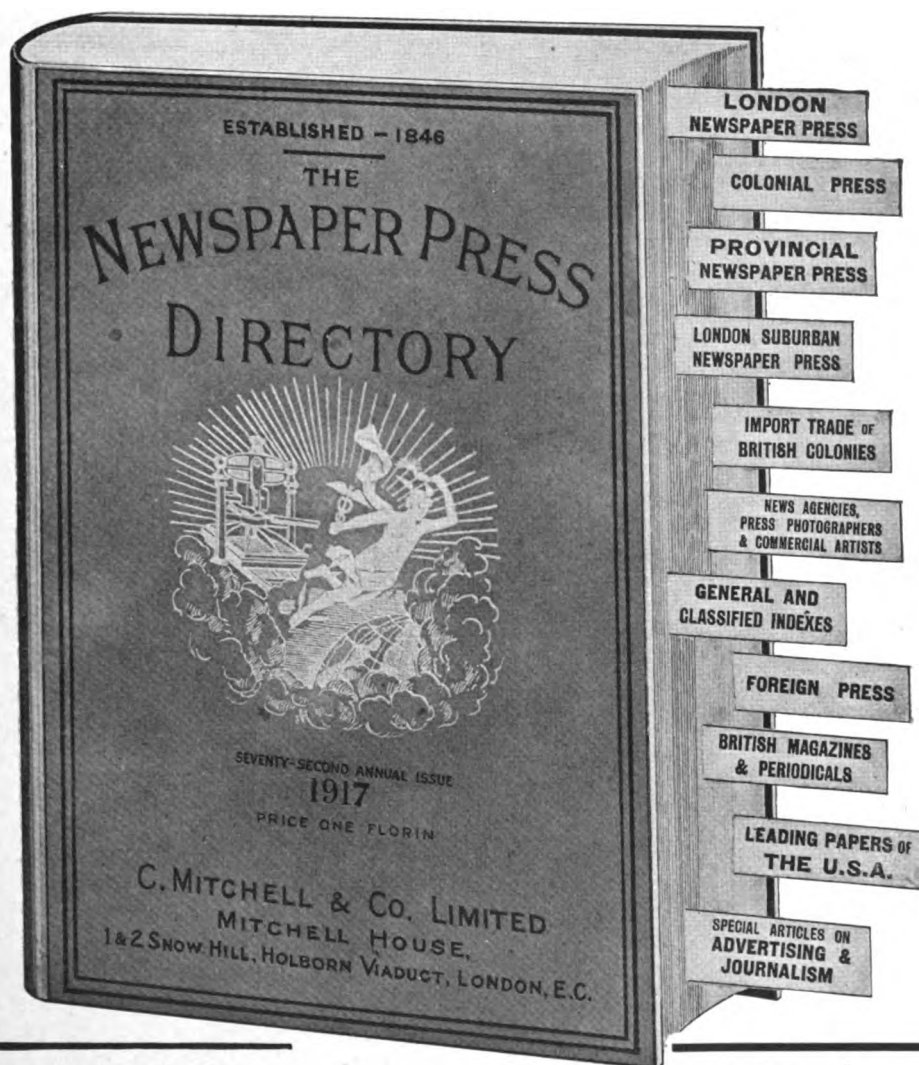
If they had not accumulated huge stocks it would have been impossible for them to have met the demands of their ordinary customers for more than a few months at the outside. As it is they have, up to the present, been able in effect to answer every call made upon them and thus to carry on a private business almost as contributive to the national well-being as their public services.

As advertisers they have steadily continued most of their pre-war activities.

These divide themselves naturally into two parts, each representing an expenditure, roughly, equal to the other. The one part is directed to the general public and is designed to create a consumer demand, the other is aimed at "the trade" and devoted to maintaining a dealer goodwill.

In appealing to the consumer a large number of Press media are used. These include nearly all the London daily and evening papers—*The Daily Mail* being a notable exception—the principal provincial journals and a selection of suitable weeklies.

For the most part small spaces are used—4½ inches across three columns is a favoured size—and insertions are largely governed by the periodical appearance of special columns or pages on motoring matters in the various publications. Some newspapers insert these once and some twice each week, and the "C.A.V." announcements usually appear in association with them.



**1917**  
**EDITION**  
**NOW READY**

Contains over 650 pages brimful of valuable and exclusive information on the press of the world, towns wherein newspapers are published and the commercial conditions of the districts in which they circulate.

**2/-**  
**Post Free 2/7**  
**(Abroad 3/4)**

Completely revised and up-to-date, including all the changes which have occurred during the past eventful year.

Tells you all about every newspaper and magazine published in the United Kingdom. Includes full classified lists of British publications and describes them in a way that makes it an *invaluable help in the selection of advertising media.*

Contains valuable articles on Empire trade, lists of tariffs on imports in the various Dominions and other matter of great assistance to exporters.

A newspaper map, printed in five colours, is presented as a supplement free.

A work of reference that is absolutely indispensable to every advertiser and all who wish to keep pace with the press of to-day.

The Publishers, Mitchell House, 1 & 2 Snow Hill, London, E.C.1.

Whenever it is possible the advertisers of "C.A.V." specialties are particularly keen upon inserting "reader" paragraphs at the end of editorial matter dealing with motoring, not because they wish to disguise the business purpose of their announcements, but because they consider the position one giving them exceptional facilities in engaging the reader's attention.

"C.A.V." displays do not ordinarily make any attempt at any great distinction in general design or in detail. Whether with advantage rather more attention might be paid to securing a distinguished and attractive appearance in them is, no doubt, a matter of opinion. Our own opinion is that advertisements more good-looking would do better service, but perhaps we have, by much critical examination of advertising matter, grown sensitive to slight shortcomings in material and arrangement which are not observed by the public eye.

As they appear, "C.A.V." advertise-

ments are, in general, severely business-like in appearance as well as in matter. Each one usually contains a selling point of its own, but it is as general "reminders" that we imagine the Press announcements are in result most serviceable.

Some characteristic specimens of newspaper advertisements are reproduced on this page.

Advertising in the technical Press may, in the case of everything connected with motoring, be considered as reaching both "the trade" and a very large number of consumers. Those who use as well as those who sell motors and motor accessories read a class of paper that when other businesses are in question do not circulate except among manufacturers and merchants.

The "C.A.V." mark will be found regularly represented in these technical periodicals, usually by full-page displays in all essentials of a similar character to those issued to the general Press.

(Continued on page 250.)



**CAV** BATTERIES figure on the World's finest cars, and like our batteries at the front are **PERFECT IN EVERY DETAIL**

"On going abroad, the travelling motorist should be sure to have a C.A.V. battery, and also a spare, as all roads are not equal, and the spare will be a great help in case of an emergency."—*Illustrated London News* (Extract from advertisement C.C.B.)

Materials are wanted to write to: **C.A. Vandervell & Co. Ltd.** General Motors, ACTON, LONDON W

*First in the Field and Foremost ever Since*

**CAV ACCUMULATORS**



"As Good as the BEST in '92." "In the early days when a motor car was a novelty, it was a rare sight to see a motor car with a C.A.V. accumulator. But the motor car is now made by a little firm which had not counted on it, but they were right, a motor car is now as good as the best. I have a lot more to say about it."—*Illustrated London News*

Materials are wanted to write to: **C.A. Vandervell & Co. Ltd.** ACTON, LONDON W



THE CAV System of Electric Lighting and Starting is so simple that the very novice can control it. The very best of the system is that it runs from the one battery—there are no complicated mechanical or electrical devices—nothing to go wrong, and it gets out of order.

AND A REMARKABLE STRENGTH FORWARD SUPPORT V



**CAV Lighting and Starting** Entirely Comfort in Starting, Safety in Driving, Economy from Break on Troublesome Roads.

The Hall Mark for Everything Electrical in connection with Motoring is



Engineers are invited to write for 5s by catalogue, the printed maintenance charts

**C.A. Vandervell & Co. Ltd.** ACTON, LONDON W

**CAV** MARK

# PAPER RESTRICTIONS AND ADVERTISING

## AN OPEN LETTER TO ADVERTISERS BY SHELDONS LIMITED

GENTLEMEN,

As the oldest and leading house in the Billposting business, it is incumbent upon us to do what we can to clear up certain misconceptions arising out of the recent Restriction Order.

Many advertisers apparently regard this Order as a bar on Posters, and have accordingly made preparations for using some alternative means of publishing their announcements. The only advertising medium which approaches billposting in efficiency is, of course, the Press ; and, even if no further restrictions on the use of paper are introduced, the newspapers, which have already been compelled to cut down their advertising space, will be crowded with advertising, and it is likely that only comparatively small announcements will be inserted.

There is nothing in the Order to prevent the exhibition of posters in existence prior to March 2nd (unless they be those of a retailer), and in regard to new posters the Order expressly empowers the Board to dispense with restrictions on printing where it thinks fit. It is difficult to believe that licences will be unnecessarily withheld, and, as Poster space (which contributes to public revenue by being rated) is abundant, the announcements of advertisers who obtain leave to use it will have publicity free from the restrictions and competition existing in the Press.

In the general interest of the business we shall be glad to confer on the subject with any advertiser and to give whatever help may be in our power ; therefore it is without afterthought of any kind that we cordially invite correspondence.



85 & 87 COOKRIDGE STREET, LEEDS

MARCH 17, 1917



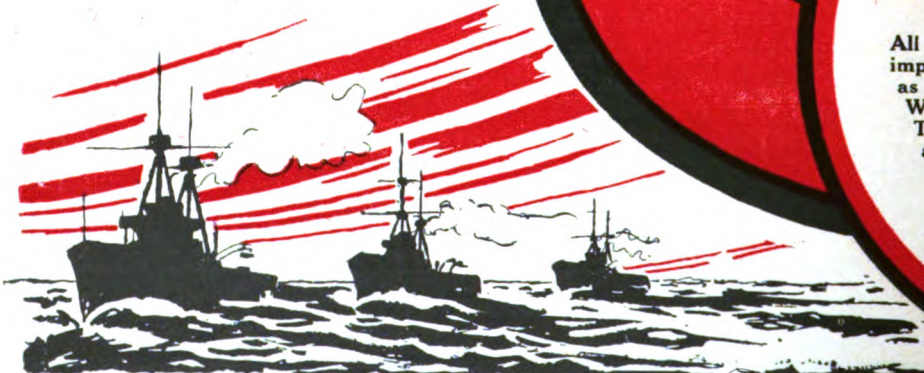
## *The* WORLD'S ARSENAL

**S**HEFFIELD is being worked to its utmost capacity and this is daily increasing by additional works and consequent introduction of extra crowds of workpeople. It claims to be the busiest centre in all England. A claim which is fully justified under present conditions. **NO SLACKING—PLENTY OF WORK**—plenty of money and a rare spending capacity. The "SHEFFIELD INDEPENDENT" is the dominant morning paper for this city and a radius of 30 miles around.

*IT WILL SELL YOUR  
GOODS!*

The Big Three circulate among the people who matter, as influenced by advertising. They are the cash buyers in the three most important centres of all England. All three papers, or any one of them, will prove their respective values with a trial series.

*London Office: 17 Bouverie St., E. C.*



## North E

a splen  
of busy

## TYNESIDE, WEA

All of immense Mu  
importance. The w  
as can be and facto  
**WAGES ARE HIGH**  
The "NORTHERN  
area (York to Ber  
It is the great M  
—reaches the  
fluenced by the  
consequently

*IT WILL  
GO*

# BIG

**3 $\frac{1}{2}$**   
**MILLIONS**  
of Citizens in  
**Greater Birmingham**  
a regular hive of  
**MUNITION WORKERS.**

BIG WAGES—BIG SPENDING CAPACITY

The "BIRMINGHAM GAZETTE"  
has more than three times the  
sale of any other morning  
paper published in the  
Midlands.

IT WILL SELL YOUR  
GOODS!

The Big Three make no  
pretence at having uni-  
versal circulations. They  
do claim, however, to  
concentrate on their re-  
spective areas. In this  
way there is no waste  
circulation to any adver-  
tiser whose scheme is  
intended to cover their  
districts. Keep them in  
mind for your next  
appropriation.

London Office: 17 Bouverie St., E.C.

## THE East Coast

Mid crowd  
towns on

### TEESIDE & RSIDE

ition and Shipbuilding  
ple district is as busy  
ies are still extending.  
—MONEY IS FREE.  
"ECHO" covers this  
(ick) most effectively.  
orning Home Paper  
people who are in-  
advertising and  
always satisfies.

SELL YOUR  
DS!





It may be added that though the advertisers keep fairly closely to the lines which, evidently with due consideration, they have marked out for themselves, they contrive within their chosen limits to present their proposition in such a variety of ways as to avoid any suggestion of uninterestingly monotonous repetition. Their advertising is always alive, whatever else it may or may not be.

To address "the trade" directly and exclusively a mailing list comprising the names of about eight thousand dealers is used. In normal times some

such printed matter as this—amounting to two or even three hundred per cent.—has made its fortnightly circulation impracticable, but at intervals varying from three to six weeks leaflets or booklets are still issued to "the trade" to remind them that "C.A.V." is still very much in being in the commercial sense.

It may be noted here that all the "C.A.V." business is done through "the trade." Although a large amount of advertising is addressed to the consumer, the advertisers do not, except for some special reason, supply

## Principal Media used in "C.A.V." Advertising

*Autocar*  
*Auto and Carriage Builder's Journal*  
*Automotor Journal*  
*Bystander*  
*Car Illustrated*  
*Commercial Motor*  
*Cooper's Vehicle Journal*  
*Daily Chronicle*  
*Daily Express*  
*Daily Telegraph*  
*Daily News*  
*Daily Graphic*  
*Electrical Times*  
*Electrician*  
*Financial Times*  
*Financial News*  
*Gentlewoman*  
*Globe*  
*Graphic*  
*Illustrated Sporting and Dramatic News*  
*Illustrated London News*  
*Lady's Pictorial*  
*Ladies' Field*  
*Light Car and Cyclecar*  
*Motor Cycling*  
*Motor Cycle*  
*Motor*

*Motor News*  
*Morning Post*  
*Motor Traction*  
*Motor Cycle and Cycle Trader*  
*Motor Trader*  
*Motor World*  
*Municipal Journal*  
*Outlook*  
*Observer*  
*Pall Mall Gazette*  
*Railway News*  
*Railway Gazette*  
*Sporting Life*  
*Sunday Times*  
*Sportsman*  
*Sporting Times*  
*Scottish Cyclist*  
*Sketch*  
*Sphere*  
*Truth*  
*Town Topics*  
*Taller*  
*Times Weekly Edition*  
*World*  
*Westminster Gazette*  
*World's Carriers*  
*Winning Post*

FOREIGN AND COLONIAL PRESS.  
*Dunn's South American Review*  
*El Comerciante*  
*West Australian Motorist*  
*Motor in Australia*  
*Steering Wheel*  
*Australian Motorist*  
*South Australian Motor*  
*Star (Johannesburg), South Africa*  
*Sporting Star (Johannesburg), South Africa*  
*Cape Argus (Cape Town), South Africa*  
*South African Motorist*  
*Motoring in South Africa*  
*Egyptian Gazette (Alexandria), Egypt*  
*Het Sportblad (Java)*  
*New Zealand Sporting and Dramatic Review*  
*New Zealand Motor and Cycle Journal*  
*Siam Observer (Siam)*

kind of a reminder in the shape of a folder or booklet is sent to everyone on this list about once a fortnight.

Many of the booklets thus circulated are of quite an elaborate description, and all are high-grade specimens of the commercial printer's craft. All convey a very distinct impression of the highest quality in the goods advertised and are in themselves an expression of the important position occupied by the advertisers.

The tremendous increase in cost of

him direct. All enquiries addressed to the manufacturers are handed to the local dealer to follow up.

To the consistent pursuance of this policy they owe very largely the cordial relations existing between them and the retailers handling their goods. The retailers, in addition to the knowledge that a fair profit is allowed them, feel that no attempt is being made to undermine their position by an endeavour to strengthen direct trading relations between manufacturer and consumer.

## CIRCULATION VALUES.

THE RECENT manifesto by *The Times*, when reverting to a higher price, is of particular interest to advertisers, especially when it is remembered that *The Times* is under a control which has taken the lead in insisting upon "net sales" as the one and only criterion of advertising value. Put in a nutshell, the effect of the argument is that two distinct kinds of circulation have to be recognised, (1) the *simple circulation* of popular-priced journals, in which it is assumed, since the cost of purchase is trifling, that each copy does no more than serve the one reader who buys it (hence the criterion of "net sales"), and (2) the *multiple circulation* of highly-priced journals, in which, since the cost of purchase is a consideration, each copy passes from house to house and serves several families. This second kind of circulation *The Times* designates the "old" system, because in its pre-penny days its distribution was no doubt largely of that character, but as *The Field* and *The Queen* have always had a circulation of this "old" kind, dating back more than half a century and without any interregnum of dalliance with the other kind, we take the opportunity of *The Times* declaration to go into the matter rather more fully.

It is obvious that a weekly journal lends itself better to the sharing system than a daily, for its "life" is seven days against the daily's life of sixteen waking hours. As a matter of fact, the custom of sharing, whether by exchange, by borrowing from the circulating library, or by passing on to friends, has always applied more or less extensively to the standard sixpenny weeklies. In addition, such a journal as *The Field*, which is eagerly sought after in every British club and naval or military mess throughout the world, has a body of regular readers to which the number of copies sold is no index whatever. Necessarily all estimates of what this multiple circulation amounts to in actual readers must be largely guesswork. Some estimates assume five readers for each copy sold, others ten or even more. Taking the more modest figure, how-

ever—and for it there is a solid basis of fact—it is clear that a circulation under this "old" system is a very different thing from that declared by the "net sales" criterion, and in this essential difference we have the reason why high-priced journals enjoying a circulation of the *multiple character* have always been reluctant to publish figures for misleading comparison with "net sales."

There is, of course, a further point of great importance—the factor of *quality*. The reader of class journals is usually a person of greater spending power than the reader of popular journals, and it hardly calls for demonstration that there is more potential business for the majority of things advertised in reaching a thousand persons who spend £1,000 a year than in reaching ten thousand persons who spend only £100 a year. This co-efficient of quality is ignored by the "net sales" criterion, and it is second only in importance to the principle of multiple circulation.

Still a third factor enters into the problem. There are journals which, by reason of their age and standing and the influence they carry with their readers, may be reckoned as contributing to the efficacy of the announcements they contain by their own prestige. Examples of this category are *The Field* and *The Queen*, which in their respective spheres occupy a position that has never been challenged. A careful censoring of the advertising has established the confidence of readers in the good repute of the advertisers sponsored in their pages, and here also is a factor of which "net sales" figures take no account.

Enough has been said to show that "net sales," as indicative of advertising value, while possibly applicable to the halfpenny Press, are only misleading when applied generally. *The Field* and *The Queen* represent a class of circulation which cannot be assessed in that way, and by drawing attention to the "old system," which it is seeking to regain, *The Times* has done a service to journals which have always stood by that system and claim to be valued in accordance with it.

J. A. W. OLIVER, *Advertisement Manager*,

## "FIELD" AND "QUEEN,"

Windsor House, Bream's Buildings, E.C.



A FEW TYPICAL BOOKLETS

The only mail matter issued other than that referred to, and a yearly trade catalogue, is an occasional booklet specially prepared for yacht owners. Yacht owners are, actually or potentially, very valuable customers of the "C.A.V." organisation. Not only as yachtsmen are they likely to require much that it can supply, but it may also reasonably be assumed that most of them are motor car owners as well, and therefore likely to be consumers of still more.

Double-crown bills for display by dealers, with poster stamps bearing the same design, form additional items in the "C.A.V." advertising material, and signs bearing the familiar initials are also issued.

Beyond the United Kingdom and Ireland "C.A.V." advertising extends to France, Italy, Spain, India, the Far East, Australia, New Zealand and South America. By far the major part of this advertising is controlled from the home office, though local agents and depot managers who have proved their trustworthiness are frequently allowed to operate on their own responsibility with funds appropriated to them from headquarters. The "man on the spot" is given all possible encouragement to use

his own initiative and knowledge of local conditions if he is reliable.

None the less the present system of conducting overseas advertising is felt to be unduly centralised at headquarters, and as soon as opportunity serves steps will be taken to modify it.

Either Mr. C. A. Vandervell, the "chief," or Mr. Goodwin, general manager of the Company, will probably in the near future make a world-tour with the intention of establishing in all promising markets abroad ably staffed and perfectly equipped selling and distributing organisations. To these will then be delegated in a great measure the cultivation by advertising, and in other ways, of their respective fields.

Neither Mr. Vandervell nor Mr. Goodwin is the sort of man to remain satisfied with his achievements, although these have placed their great organisation well at the top of the tree in its own field.

They believe that, both in home and foreign markets, there will be almost unlimited possibilities of extending their business after the war, and have put themselves in readiness to commence an energetic commercial offensive in nearly every quarter of the globe the moment the peace bell rings.

## UNDER THE CLOCK

A Cambridge  
Record.

"The Cambridge Magazine," I observe, makes a vigorous reply to the heavy-breathing denunciation launched against it last week by the Fight for Right Movement. I have no wish at all to intervene in the controversy beyond remarking that on questions of opinion the honours are at least even, and on questions of fact the Fight for Right people are out of it every time. But the assailants have at least done their adversary the service of drawing attention to what is perhaps the most remarkable piece of University journalism on record. On the difficulty of starting any new journal at Oxford or Cambridge I can speak with some personal experience. But the "Cambridge Magazine," running at a penny against competitors at sixpence, has not only got on its feet, but stayed there for some five years, meeting the handicap presented by University depletion by building up a postal circulation running, I should suppose, into thousands all over England.

The best testimonial I have heard to the success of the "Magazine" came from a friend interested in another University journal, who once suggested means by which I might co-operate in seducing the editor of his penny rival away from Cambridge, "because he's getting all our advertisements away from us."

*From the "Daily News and Leader," March 7th, 1917.*

*Applications for space and rates to the Manager,  
"THE CAMBRIDGE MAGAZINE"*

*47 FLEET STREET, LONDON, E.C.*

# COLLECTING FOR A WAR-TIME "CHARITY"

**How the High-School Girls of Great Britain were  
interested in the Collection of Funds for the Y.W.C.A.**

IT IS perhaps regrettable, but he who would be a successful collector of money, even for the most deserving of charitable objects, must not disdain the wisdom of the serpent in formulating and executing his plan of campaign.

He must make it his business to understand something of the workings of the human mind, and must make due allowances for those strange little habits of thought and action that so largely regulate the conduct of the wisest as of the most foolish of us.

The worthiness of his object or the honesty of his intentions will never ensure the desired response from those whom he approaches if he is clumsy and tactless in his manner of appealing to them.

This is only another way of saying that the advertiser—and the collector of charitable funds must be an adver-

tiser, though he is often a bad one—should be a profound student of human nature, and that he should by no means ignore the idiosyncrasies, foibles and whimsies of men and women because they appear to him unreasonable.

There are so many "war funds" before the public at the present time that it is by no means easy to get possible supporters to take a special interest in any one of them, unless its claims are presented in a particularly striking or attractive manner.

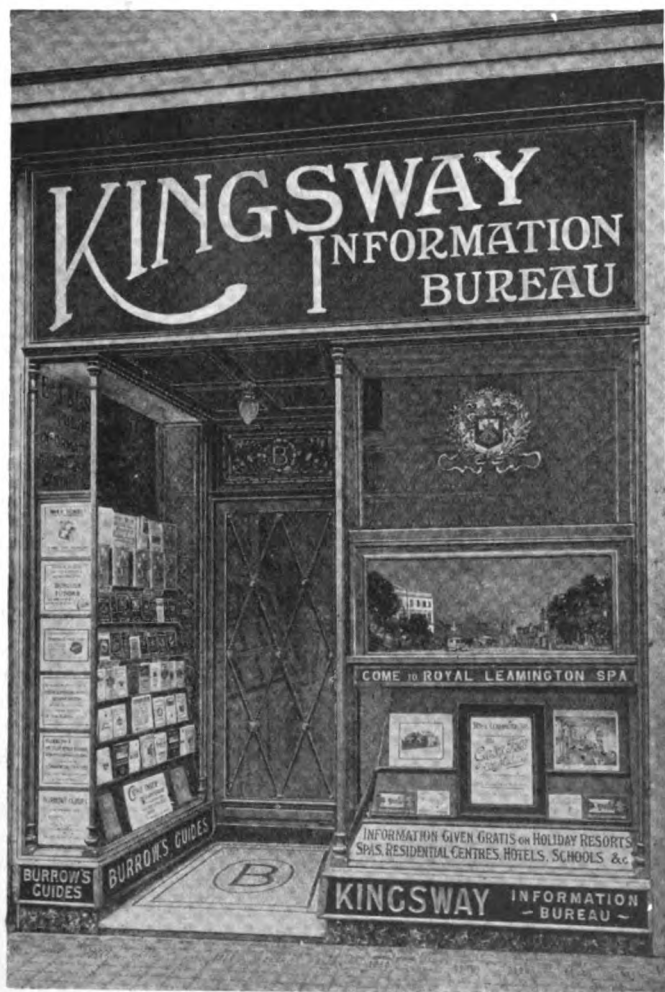
The result has been that "fund" collectors have been compelled to become ingenious and highly efficient advertisers in their endeavour to reach the public purse: and, therefore, have had to call for the assistance of advertising experts who have won a thorough knowledge of the possibilities of their craft in the commercial field.



A LANTERN SLIDE USED TO ILLUSTRATE ONE OF THE LECTURES



# 1,500,000 PEOPLE PASS THIS BUREAU EVERY THREE MONTHS



**The Kingsway Bureau, with illuminated model and the services of a Competent Bureau Manager, is at the disposal of British Advertising or Commercial Development Committees.**

***For terms (which are moderate) apply to***  
**ED. J. BURROW & CO., LTD., REGENT HOUSE**  
**KINGSWAY, LONDON**

**Tel.: REGENT 1088**

A host of admirable "funds" that were more or less languishing have thereby been placed on a secure financial footing at small cost.

Some of the campaigns devised have been quite excellent examples of well directed advertising, although they have cut no great figure before the eye of the general public.

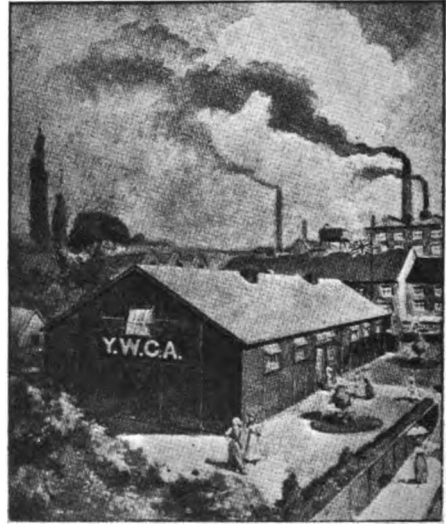
As an instance we may quote the scheme of the "School-girls of the Empire War Tribute" operated in connection with the Women's War-time Fund of the Y.W.C.A.

The particular object for which, in this case, funds were needed was to provide huts offering refreshment, recreation and rest to women munition workers.

Such an object needed no recommendation on its merits, nor was the urgent need for its attainment likely to be questioned; but none the less it could easily be to a great extent lost sight of among the multitudinous demands made upon the goodwill of patriotic and charitable folk.

In obtaining money for it a special corner had to be found for the collectors' operations.

It was the nature of the object that



THE COMPLETE PICTURE

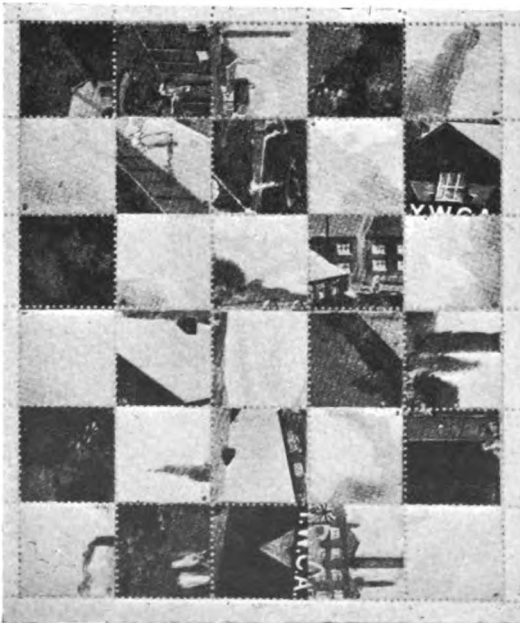
determined the direction of the appeal. Women were to benefit by the money collected; therefore, women and girls were asked to supply it.

A scheme was devised whereby the particular interest of mistresses and scholars of the better class of girls' schools might be secured.

The mistresses were, of course, first approached. A booklet explaining the scheme and its objects was sent to them, and the best of reasons were given why they should furnish the assistance asked.

Apart from granting permission for collections to be made they were asked to give their pupils a series of educative lectures, which were specially prepared and written so as to be entertaining as well as informative.

The first lecture dealt with the various attempts which have from time to time been made by ambitious rulers at world domination, that of the German Kaiser being the final example. The second dealt generally with all that women have endured and all that they have done during war-time. The third gave a detailed picture of the work carried on in a great shell factory, what women workers have to do and the conditions under which they serve. The fourth extended



A SHEET OF PICTURE STAMPS

# A PEACE PROPOSAL





he events of the last two and a half years have clearly demonstrated that Military unpreparedness nearly lost us the fight in the first round—

And that very condition has made necessary concentration of effort for so long a period that, to-day, we are as “rapt in War” as we were in Peace prior to August, 1914.

Depleted staffs—changed conditions of work—an unexampled pressure in the matter of production—all tend to a neglect of future interests which means a similar and fatal unpreparedness for Peace.

In making ready for the days that follow victory, Publicity must play a most important part, and it is there that we can help you.

Our credentials are a long experience in Advertising generally—a wide experience in Special War campaigns—a unique organization and—enthusiasm.

**V. SIVITER & SONS**

Siviter House  
Birmingham

10.  
L

# A PEACE PROPOSAL





# A PEACE PROPOSAL





the third by giving a description of other branches of munition-making, and the fifth dealt with the position of "women war workers after the war."

These lectures were such as in existing circumstances could not fail to interest every intelligent school-girl, and incidentally gave ample proof of the value and the vital necessity of the welfare work carried on by the Y.W.C.A.

By way of fixing the information given, small prizes were offered for the best essays upon the subjects dealt with in the lectures in the proportion of one to each group of twenty-five school-girls.

Suggestions were also put forward for school entertainments in aid of the Y.W.C.A. funds, and for enlisting the support of "old girls" of the schools taking part in the scheme.

To enable those contributing to the fund to obtain a visible result for their efforts, an ingenious use was made of special stamps, issued in sheets as shown in the illustration on page 256. Each of these stamps was purchaseable at a fixed price, and a complete series of them, properly arranged, formed a coloured picture of a Y.W.C.A. hut.

They undoubtedly served greatly to stimulate collection and to induce a useful competition among the school-girls in pictorial hut-building. Indeed, it is safe to say that the greater part of the financial results of the whole scheme—which were eminently satisfactory—was due to the understanding of human nature shown in the method of collection adopted. The girls were given a definite something to do beyond the mere handing over of their pocket money, and were enabled to mark day by day the progress that they and the school to which they belonged were making.

Mr. G. Witherby, who devised this scheme and put it into execution for the Y.W.C.A., has carried many other schemes for assisting war-time funds to a successful issue. He seems to have a remarkable fertility in inventing them, as well as unusual skill in their operation.

He certainly has not often made a happier hit than in the instance here noted. A very considerable sum of money has been raised by a very small expenditure of money, and by a method that in relation to other appeals can be regarded as strictly non-competitive.

## ADVERTISING THE WAR LOAN

SPEAKING IN the House of Commons on February 26th Mr. Bonar Law made some very interesting references to the advertising of the War Loan, and the help he had received in connection with its flotation from Mr. Kennedy Jones and other gentlemen.

The Chancellor of the Exchequer said: "The cost of raising the 1915 Loan was approximately £50,000. The cost of this Loan, including advertising and the expense of the War Savings Association, amounts only to £75,000. It is impossible to ask the House to recognise the services of all those who have helped in connection with the Loan. It would be the services of nearly the whole country. Obligation is due to volunteer workers all over the country, and to the Press, who have served the State splendidly in this matter. I am also indebted to the small committee representing some of the most important advertising firms,

who gave their services gratuitously, and placed the advertisements with the various newspapers. I am only expressing the opinion of everyone who had anything to do with the Loan in saying that under the stimulus and direction of the campaign my hon. friend (Mr. Kennedy Jones) rendered invaluable service."

In connection with the foregoing remarks by Mr. Bonar Law, Mr. Kennedy Jones has addressed the following letter to the Press:

SIR,—As the Chancellor of the Exchequer has publicly stated that I "rendered invaluable service" in securing the success of the War Loan, will you permit me publicly to thank Mr. Charles Palmer, the well-known journalist, and Mr. C. F. Higham, the advertising specialist, who, to help in the task of organising the campaign, placed their services, without fee or reward, at my disposal for eighteen hours a day during sixteen days?

Mr. J. Wallace Black, of North Shields, known by repute to many of our readers as the editor of *The Shields Hustler*, is acting as honorary advertising adviser to the Tynemouth War Savings Association. He wrote and produced a live little four-page paper, entitled *War Loan News*, which was devoted to explaining the loan. Mr. Black was also engaged in a canvass of the district with the same end in view.

The Reliable Advertising and Addressing Agency have designed the posters, show cards, etc., for the Brothers Wood in their Young Life campaign. The firm intend to specialise in this branch of publicity. The work done for Messrs. Wood presents an attractive appearance and effective use is made of large spaces in black, orange being introduced for some of the borders and lettering.

## BRITISH INDUSTRIES FAIR



### Some account of a successful effort to extend our Trade in the Home and Overseas Markets.

THE BRITISH INDUSTRIES FAIR was held at the Victoria and Albert Museum and at the Imperial Institute from February 26th until the 9th of the present month. With the scope and objects of the display our readers are already familiar, by reason of the similar exhibitions held last year and in 1915, and also because the Fair and its aims was the subject of an article in our last issue. There is, however, this fact to be emphasised, that on the present occasion the exhibition was not confined, as was the case last year, to the Victoria and Albert Museum, but overflowed into the Imperial Institute.

It is very gratifying that the demand for space should have been so great that it was necessary to utilise the latter institution, and thereby proof was afforded of belief in the value of the undertaking, but the inability to house the entire display under one roof had considerable disadvantages. Even with this additional space it was not possible to allot to applicants all the room they desired, and the number of exhibitors was greater than in 1915. The division of exhibits was made in this way: that there were displayed at the Victoria and Albert Museum the fancy goods, stationery, glass, china and earthenware, while the space at the Imperial Institute was given up to toys. Nearly all the exhibits, therefore, which specially concerned our readers were to be found in the Museum. It was, however, to the toy section that the great increase in the demand for space was due. This branch of British industry has been developed to a remarkable and most encouraging extent during the past two years, and the variety and ingenuity displayed in the designing of toys and games was very encouraging to all patriots who wish to see the latent resources of the country developed to their fullest extent.

The Fair was visited by large numbers of business men, admission being by ticket, and a great deal of business was done. Lest it should be thought the scope of the display was very limited, it may be remarked again that only such trades might be represented as received the permission of the Ministry of Munitions.

The standard of merit of the goods displayed was very high indeed, and did full justice to the deservedly good repute for quality, which is the proud distinction of the British manufacturer. The articles showed no falling off in quality even in these anxious days of war.

We append some notice of those exhibits which made more particular appeal to our readers.

### A GLANCE AT THE STANDS.

The Aldon Studios are manufacturers of calendars, jig-saw, and other puzzles, and of cut-outs from the drawings by "Eve," as well as of many other devices, all of which were to be seen on their stand. Advertisers there saw many novelties useful for their business, and among other things it was demonstrated to them how jig-saw puzzles might be utilised for that purpose.

The British Fine Art Society are the owners of the very successful method of reproducing facsimiles of oil paintings by which all the brush marks of the originals are shown—as raised surfaces—with such wonderful fidelity to the original that it is impossible for any but experts to tell the painting from the reproduction. Many beautiful examples

of their work were on show at the exhibition and attracted a great deal of favourable attention. In the same way lithographs, collotypes, and photogravures can also be treated. The pictures reproduced are mounted on canvas, and it is a further advantage of the process—especially when used for showcards and the like—that their life is thereby considerably lengthened, for canvas is far less liable to be torn than paper. Also the canvas-mounted picture can, if dirty, be wiped over with a damp cloth, and its freshness thereby restored. This is a great convenience for showcards, which naturally receive a good deal of handling. Under the society's various patents the process is applied to Christmas number supplements, almanacs, box tops,

## THE TOUCHSTONE

War has taught us the great difference—the all-important difference. Some things are

## ESSENTIAL

others are not—that's all.

THE

WINDSOR  
MAGAZINE

as every experienced advertiser knows, is a **NECESSITY** to any well-planned campaign.

The May issue contains many striking and important features. May we reserve space for you ?

*SERIES RATE ONLY £25  
PER PAGE AND PRO RATA.*

Early instructions should be sent to  
The Advt. Manager, WINDSOR MAGAZINE  
Salisbury Square, E.C. 4.

and post-cards, on cardboard, paper, or metal. It is a further advantage that glass for framing purposes is not necessary.

The Changeable Sign Company exhibited specimens of their work as manufacturers of metal loose letters for changeable signs for shopkeepers.

The exhibit of Messrs. Dean's Rag Book Company, apart from the wonderful variety and interest of the dolls and toys in themselves, offered many suggestions to advertisers as to the manner in which these productions might be used for advertising purposes. For instance, there were shown the dolls which have been thus employed by Messrs. Boots, and other articles for Souhard. A pretty way of advertising the "Dolly Dips" was afforded by the dressing up of two dear little girls in the costumes devised for the toys, and then letting them run about the exhibition, where they made hosts of friends. Messrs. Dean's rag books and dolls will be a joy to the little people who receive them as presents.

Messrs. G. Delgado, manufacturers of the Union Jack series of Christmas cards, etc., showed specimens of their work.

Messrs. E. T. W. Dennis & Sons, the well-known Scarborough firm of printers, made a feature of their new games and they also exhibited some fine specimens of colour printing. Advertising calendars, too, were on view, together with many examples of lithography, photogravure, picture postcards, and collotypes.

All kinds of paper for all sorts of purposes were shown by Messrs. John Dickinson & Co.

Work, and clever, too, which had been done as an advertisement for Virol, was on view among other things at Messrs. C. W. Faulkner's stand. Cut-outs of children "mid noddings on" with a background of a nursery and nurse made one effective ensemble, and another showed a doctor also in a nursery—this, too, an arrangement of cut-outs. Designed for a chemist's shop window they would attract much attention. Some well-conceived calendars for advertisers were exhibited, together with the coloured sheets for the lids of cigar boxes, a branch of business hitherto mainly in the hands of the Germans.

The Fine Arts Publishing Company showed specimens of their craft in picture reproductions by the mezzogravure and mezzochrome processes and also by pure mezzotint.

Messrs. Garratt & Atkinson are manufacturers of blocks for picture printing in one or more colours, while they have, too, an artists' department to make drawings and designs for letterpress printing purposes. Specimens of work of this description they showed at their stand, and they gave special prominence to box top designs. They have over 7,000 patterns in stock, and of these a representative collection was on view.

A stand was taken by Messrs. Harbutt's Plasticine for the exhibition of their modelling paste.

The exhibit of Messrs. D. Harper & Co. consisted of a large variety of fancy leather

goods to retail to the public from 6½d. upwards, special attention being paid to photo-frames in real leather and leatherette, pocket mirror and comb cases in leather and leatherette, patent reversible treasury note cases and other kinds of note cases in various sizes and qualities of leather, pocket books, letter cases, and the like. Special attention was also paid to puzzles, notably their Toyzenet patent constructional jig-saw puzzles, which have proved very popular. A curious puzzle, too, was the "Hook-a-fit," which consists of a jig-saw, a portion of which is fixed under glass; the remaining portion is loose, and by means of a wire hook has to be brought into position.

At the big corner stand of Messrs. Harrison, Townsend & Co., of Leeds, where many very pretty specimens of colour printing were to be seen, particular attention was directed to the "little gallery" of pictures from the Old Masters and modern painters designed for cigarette boxes and printed on imitation canvas. The effect was very good. Specimens of printing on satin, canvas, velvet and other fabrics by the offset and other processes were also shown, together with examples of pictures printed in from four to seven colours by the Cardigan method. A big collection of "Barrihal" heads attracted much attention.

Messrs. Hildesheimer & Co. were represented by examples of their work in photogravure and colour for various purposes, including picture postcards, calendars, Christmas cards, birthday cards, and stationery novelties.

Messrs. Kelly's stand was stacked up with their familiar directories of all sorts and descriptions, among which, by reason of sheer bulk, the Post Office London Directory loomed up very large. Business men know them well, and as, when the war is over, our merchants and manufacturers mean to win a much bigger share of the world's trade we may remind them that they will find *Kelly's Customs Tariffs of the World* particularly valuable.

One always associates the word "diary" with the name of Messrs. Charles Letts, famed these many years as their makers, and so naturally their stand was largely devoted to these useful memorandum books. Apart from those designed for the use of the general public there were many for those having special interests or pursuits. Were the visitor to the stall a teacher, scout, soldier, gardener, agriculturist, poultry keeper, or motorist, there was a diary designed for his or her special use. But diaries were not the only things. There were all sorts of notebooks, among which may be specially recorded a *Worker's Notebook*, edited by Mr. Ben Tillet. The *Connoisseur art calendars*, with reproductions from the works of the Old Masters, made attractive appeal.

The Medici Society have made their name as reproducers of the works of the Old Masters by facsimile process, and many beautiful specimens of these prints were to be seen at their stall. Specially interesting, too, were the Riccardi books, printed in a fount of type designed for the purpose, and handsomely bound and illustrated. Only limited editions

# “ILLUSTRATED LONDON NEWS” AND “SKETCH”

## Large Increase in Advertisement Revenue

THE EIGHTEENTH annual meeting of *The Illustrated London News and Sketch, Ltd.*, was held on March 5th, at Winchester House, Old Broad Street, E.C., Mr. Charles L. N. Ingram (chairman) presiding.

The Chairman said: The balance-sheet which we present is most satisfactory. This time last year I did not believe it possible that we should be able to present so satisfactory a report and balance-sheet. The chief reason we have been able to give you so good a result is that we have been using up, to a certain extent, some part of our paper stocks which we bought before the war, and another reason is because our advertisements are £10,000 higher than they were last year. And I am pleased to say that for the first three months of the current year we show a still further increase in advertising receipts. I do not think that you will say that we are doing wrong in using up our stocks, because I am convinced that the Government will not allow people to hold stocks and buy fresh paper. I would like to thank Mr. Rudd, the head of the printing department, for his great care and attention, for he has had a most trying time. With regard to the future, I see no reason to doubt, if things go on as they are, that we shall be able to show as good results next year. One or two shareholders have written to me suggesting that we should not pay a dividend this year; but I cannot agree with that, because in these hard times everyone is thankful to receive a little money when they can get it. I move the adoption of the report and balance-sheet.

Mr. G. J. Maddick: It has been my privilege ever since the inception of your company to second the annual report and balance-sheet, and I can truthfully say that I have never done so with greater pleasure than I do upon this occasion, because your balance-sheet shows that we have not only made a large and handsome profit, but it has been made under the most trying and exceptional circumstances.

### INCREASED EXPENDITURE.

The war has brought about an increase of something like 40 per cent. in the wages bill alone, while printing, electrotyping, and engraving, and, in fact, everything connected with the turning out of a newspaper, have gone up by leaps and bounds. Then we have had an increase in the price of paper. That is the last, but not the least. Owing to the Government restrictions upon imports, paper-making materials have been practically reduced to less than half, with the result that the manufacturers have had to put their prices up something like 300 per cent. You will easily understand with our colossal circulation what this means

to us. Lord Burnham, at the Newspaper Press Fund meeting, stated that newspaper owners, through the terrible war, had suffered more than any other trade. No doubt you will ask yourselves how it is possible, in the face of these drawbacks, that your directors have been able to make both ends meet, much less to make a substantial profit. We have studied rigid economy in every individual department, but our difficulty has been that those economies have had to be such as would not be noticed either by the public or our readers, because at all costs we must maintain the proud position that we have held now for three-quarters of a century of being the first and best illustrated paper of the day. Then I would like to tender, on my own behalf and that of my colleagues on the board, our best thanks, not only to the heads of the various departments, but to every individual member of the staff for having rendered to us during the past trying twelve months the most loyal, talented, and kindly assistance. Your thanks are due to your managing director—our chairman—because it was by his foresight and courage in buying large stocks of paper on ever-rising markets that we have had the benefit of being able to equalise our prices. Then, again, our advertisers have found *The Illustrated London News* and *The Sketch* both such “business pulling” papers that they have increased their expenditure by over £10,000.

### CIRCULATION OF THE PAPERS.

The circulation of both our papers continues most highly satisfactory, at home, abroad, and in our colonies; but, unfortunately, this is not of much advantage to us from a profit-earning point of view. It would take a bolder man than myself to venture to predict what the future is going to bring forth; but there is one thing you can rest assured of, and that is, that if attention, zeal and energy on behalf of your board, backed as we are by our loyal staff, bring success, then I venture to hope, if we are spared to meet here next year, that it will be with as satisfactory a balance-sheet as that we now present.

The resolution was put to the meeting and carried unanimously.

The Chairman proposed the re-election of Mr. Bruce S. Ingram as a director of the company. He remarked that in past years his nephew (Mr. Bruce Ingram) had done all he possibly could to further the interests of the papers. He was at present at the Front; but when he returned to this country he would resume his position as editor of the two papers.

Mr. C. W. Glassington seconded the motion, which was carried.

of these books are issued. But the firm do not confine themselves to the reproduction of old-world art, for they are sole publishers to those very modern artists, the members of the Senefelder Club.

The Photochrom Company, producers of all kinds of high-grade printed matter, showed advertisers' novelties and calendars, blotters, postcards, etc., all capable of adaptation for the same purpose.

Reproductions of the work of the Old Masters and of many modern painters were to be seen at the stall of Messrs. Felix Rosensteil, many of them printed by a new facsimile process.

Messrs. George Rowney & Co. are known throughout the world for the excellence of their pencils, for which so many writers and artists have reason to be grateful, and now they are adding to their claims to remembrance because they are putting on the market certain brands to take the place of those hitherto made by our enemies. For instance, the Kandahar is an excellent substitute for a well-known pencil, and another pencil named after the firm's own works takes the place of a German article. The firm are also now putting on the market a beautiful Mexican graphite article. Every kind of lead pencil was shown by them at their stand, together with their pastel crayons for artists, made in 200 different shades.

Messrs. Thomas de la Rue & Co. showed how many of their products could be used for advertising purposes, and this was notably the case with their playing cards and diaries, both classes of which goods lend themselves admirably to that end. Of course, their Onoto pens were conspicuous features on their stand, where also they displayed many kinds of leather goods, calendars, account books, scrap albums, cardboards, and pasteboards.

Messrs. F. W. Savory, Ltd., of Bristol, had a display of high-class calendars, Christmas cards, and postcards, also of stationery cabinets and handkerchief boxes. They had on view, too, a number of cretonne- and tapestry-covered boxes of dainty shape for odds and ends of ladies' possessions connected with the toilet or the work-table.

The business man found the exhibit of Messrs. James Spicer & Sons full of attractions, for it offered him much information concerning all his needs in the way of stationery of every description, as well as of books in which his business affairs might be recorded.

Puzzles, small games, etc., were exhibited by Messrs. Wm. Strain & Sons, of Belfast.

Every firm which realises the importance of Russia as a market for British goods ought to have paid a visit to the depôt of Messrs. Taylor, Garnett, Evans & Co., of South Reddish, Stockport, because this house devoted itself to that subject, though its varied activities as printers, lithographers, etc., are not at all confined to that one field. But they wished to convince visitors of the importance of that market, and so they covered

the walls of their stand with diagrams, etc., designed to show the vastness of the Russian Empire, and the enormous volume of trade which this country might do with it. For instance, it was shown that the population of the Russian Empire is rather greater than that of the whole of North and South America, but that, on the other hand, before the war more than half of Russia's imports came from Germany and only about 14 per cent. from Great Britain. Again, it was shown that Russia had imported seven times as many motor-cars for Germany as from Great Britain. One moral which the firm sought to enforce was that British firms, whenever they wanted to send catalogues and business literature generally to Russia, ought always to print them in the Russian language. In support Messrs. Taylor, Garnett & Evans quoted the urgent representation of the eminent banker, Sir E. Holden. Then these enterprising printers showed that they had at their command not only a large range of Russian type, but also compositors who could set it up, so that they could turn out catalogues, booklets, etc., in the Russian language, and also do all the necessary illustrations by a variety of processes. Then, to demonstrate that it would pay to do business with the Russian Empire, Messrs. Taylor, Garnett & Evans drew attention to another diagram demonstrating that the monthly deposits in the savings banks of Russia were now about 35 times as great as they were before the war.

As official photographers for the exhibition, the Tella Camera Company had a depôt, where specimens of their work were to be seen.

Many attractive features were to be seen at the depôt of Messrs. Raphael Tuck & Sons, but one that especially took our fancy was a series of postcards illustrating *Æsop's* fables brought up-to-date and adapted to the conduct of Germany, as, for instance, that of the dog dropping the sausage of prosperity for the shadow of world dominion. A practically new line for the firm was the production of fancy stationery in the form of wedding, birthday and condolence cards and the like, for which we are told there is a big market in the Dominions, and especially in Australia.

Messrs. Valentine & Sons made a fine display of their pictorial postcards, reproduced in all sorts of processes, as well as of their Christmas, Easter and birthday cards. Then they have raided the enemy's country by printing a number of children's books which used to be produced abroad, and at the same time considerably improved thereon by giving coloured drawings by clever artists eminent in their calling. For instance, they had engaged the services of Miss Mabel Lucie Attwell and Mr. Louis Wain.

The Vandyck Printers were represented in particular by examples of the "Bromogravure" postcards in monochrome or hand-coloured. This is a special treatment of photogravure for colour designed to take the place of German bromide postcards. The firm have sold millions of these since the war started.



# THE SINEWS OF THE NAVY AND ARMY ARE IN SOUTH WALES AND MONMOUTHSHIRE

**COAL  
IRON  
STEEL  
SHIPPING**



# IMMENSE WEALTH

In shape of unlimited Wages and Profits

## South Wales and Monmouthshire

(the home of the aristocrats of labour) produces ONE-FIFTH of the *total output of Coal* in the United Kingdom. Better still, **WELSH COAL** is the best in the World and commands the highest price

## CARDIFF

the Metropolis of Wales and the centre of the Coal Trade—subscribed Thirty Millions to the War Loan—£170 per head of the population—a higher average than any other provincial town in Great Britain

## TAKE ADVANTAGE OF THESE FACTS AND ADVERTISE YOUR GOODS IN THE MOST PROSPEROUS AREA IN THE KINGDOM

The columns of the most powerful newspaper in the Principality ARE AT YOUR SERVICE

NOTE THE  
LOCAL  
ADVERTISING



A sure sign of strength  
and "pulling" power

For nearly Fifty years the *Western Mail* has forged ahead of all competitors—and TO-DAY AS EVER is the leading organ of public opinion

During the past year its Advertisement Columns have been booked up weeks ahead, and the circulation—always greatly in excess of all competitors—enjoys a bigger lead than ever

# Western Mail.

ON EVERY BREAKFAST TABLE AND IN EVERY OFFICE

London Office: 176 FLEET ST., E.C.

Head Offices: CARDIFF

# *The Coming Country*

## THE COMING COUNTRY!

Ireland is on the threshold of a great and unparalleled economic development; therefore there are great prospects of extending your business with Irish traders. The extent to which those who seek to retain or obtain trade in Ireland will succeed will be largely measured by the extent to which they create a demand for their goods through the columns of the paper which has been the friend of Ireland for more than 150 years. The readers of the "Freeman's Journal" constitute the backbone of the country, and they take an intelligent interest in any proposition placed before them.



# The Freeman's Journal

ESTABLISHED 1763.

Head Offices: 6 & 7 TOWNSEND STREET, DUBLIN.

FOR the forego  
to share in Ire  
invited to apply to

**THE FREEMAN**  
118 FLEET ST  
Telephone No.: C

WAS  
Advt  
27 WESTMO

THE FREEMAN'S JOURNAL, LTD., also control "The Evening Telegraph," Dublin  
"The Weekly Freeman and Irish Agriculturist," "The Sunday Freeman," and "Sport," the la

# & its Greatest Journal



in its  
new home



ing reasons those who wish  
ad's coming prosperity are  
terms to

N'S JOURNAL, LTD.  
REET, LONDON, E.C.

30.

Or to  
R E. MAGILL,  
ement Manager,  
LAND STREET, DUBLIN

democratic evening journal,  
ing sporting paper in Ireland.

ADVERTISEMENT OFFICES:  
27 Westmoreland Street, Dublin.

# OVERSEAS ADVERTISING

## Canada.

In accordance with the practice that has been established for H.M. Trade Commissioners in the British Self-Governing Dominions to visit the United Kingdom officially from time to time, so that manufacturers and merchants may have the opportunity of consulting them on any matters connected with their business, or of obtaining information as to the possibilities of extending their trade, H.M. Trade Commissioner in Canada and Newfoundland (Mr. C. Hamilton Wickes) is now paying a further official visit to this country.

Mr. Hamilton Wickes arrived early in March, and will be prepared to interview representatives of those firms who may be able to see him in London at the Offices of the Department of Commercial Intelligence at the Board of Trade before Easter. Immediately after Easter he will visit trade and industrial centres in the United Kingdom. These will probably include, in the order named, Bristol and South Wales, Birmingham and district, the Potteries, Manchester, Liverpool, Ireland, Scotland, Newcastle, Yorkshire, Nottingham and Leicester.

Reference has been made more than once lately in these pages to the prosperity which Canada is now enjoying, and some illuminating figures proving the fact have lately been given by Mr. J. G. Elliott, president of the Canadian Press Association. He says: "The value of Canada's agricultural products exceeded their value in 1915, which was the previous record year. Large orders for munitions and other war supplies, added to the ordinary requirements of the country, kept Canada's factories running at full capacity, and in many cases necessitated the employment of double or triple shifts. There was an entire absence of unemployment, and for this reason, and because of higher wages in most lines and considerable overtime, the average earnings of the workers were greater than in any previous year.

"The exports from Canada during the eight months of the fiscal year commencing April 1st, 1916, for which the official figures are available were \$781,592,639—a monthly average of \$91,449,080. The figures for this eight months period represented an increase of 74.62 per cent. over the figures for the corresponding period of 1915.

## "The Street of Ink."

GREAT INTEREST was evoked by the announcement made a few weeks ago that Mr. H. Simonis meant to reproduce in book form, with additions, the series of articles he contributed to *The Newspaper World*. The volume is being keenly looked forward to by advertising men, and already orders have been given for so many copies that the success of the book from a circulation point of view is assured. From the articles which have already appeared it has been made clear that the literary success of the work as a history of the "Street of Ink" is equally certain.

"The deposits in the chartered banks of Canada, on November 30th last, were \$1,295,870,000, or \$172 for every man, woman, and child in the country.

"There was a considerable increase in the volume of advertising in Canadian newspapers during 1916 as compared with 1915. This increase was due to the improved business conditions, as indicated by the foregoing figures, and to the more general recognition of the fact that the effect of the war on business conditions had been to improve them rather than the reverse, as had been feared by many would be the case.

Mr. Robert S. Muller is now the general manager of the Canadian Advertising Agency, Unity Building, Montreal. He was formerly associated with Messrs. N. W. Ayer & Son, of Philadelphia, the Morse International Agency, of New York, and other big organisations, and more recently was assistant advertisement manager of *The New York Times*, but before joining the Canadian Advertising Agency he held the post of Eastern manager of the Gagnier Advertising Service.

## France.

M. Octave-Jacques Gérin has forwarded us a copy of his book, *Au Fil des Affaires*, which he describes as a few simple words on commercial energy. A preface has been written by M. Maurice Ajam. M. Gérin, who is the author of several works dealing with advertising in France, writes in terse and vivacious fashion.

## Uruguay.

A law passed in December has just been brought into operation, imposing a tax on all lettering and advertisements visible from the public way in the city and Department of Montevideo. The law applies to railway stations, places of amusement, etc., commercial and industrial establishments to which the public have access, and to vehicles, trams, railway carriages, and omnibuses. The full text of the law (in Spanish), containing the rates of taxes for the various kinds of advertisements, may be consulted by British firms interested at the Department of Commercial Intelligence, 73 Basinghall Street, London, E.C. 2.

The book has the advantage that it covers what is to a great extent a new field so far as permanent record is concerned, and the fact that so many papers—both London and provincial—are referred to gives it a wide appeal. Numbers of advertising men, and newspaper men generally, will be delighted to have in book form a work about the newspapers and the men they know personally, written sympathetically, and with inside knowledge by one of their own calling.

In our next issue we hope to review "The Street of Ink." The publishers are, Messrs. Cassell & Co.



# Fill up the blanks!

**600**  
of these  
spaces to  
let for  
£1,000  
per year

**T**hese new positions  
are available for  
**MANUFACTURERS  
INSURANCE CO.'s &  
SHIPPERS, Etc., Etc.**  
The most conspicuous  
positions on the **RAIL-  
WAY STATIONS**

*Apply*

**W. H. SMITH & SON**  
Railway Advertising Department  
55 FETTER LANE, LONDON, E.C.4

# IN THE PROVINCES



## What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

### Birmingham.

Referring to the remarks last month as to the work in the National Service Scheme undertaken by Mr. Wilfrid Hill, that gentleman wishes it to be clearly understood that his position with the County Chemical Company is only in abeyance, and he has not in any way resigned.

Newspaper advertising during the last few weeks seems to have suffered a relapse after the activity of the preceding month. With the exception of two furnishing firms, the local concerns seem to have left advertising severely alone.

A newcomer in the local advertising field has been one of the system and office furniture firms mentioned last month as opening new offices in the centre of the city. They have occupied a large space with an advertisement full of pith and concise matter.

The visit of a celebrated violinist brought the picture house in New Street into the advertising columns of the Press. Unlike their contemporaries, the provincial theatre concerns do not pursue a regular system of announcing their programmes.

The end of 1916 and the first two months of 1917 have seen the disappearance of the "Make Money by Your Camera" advertisement. In 1915 and in the early part of 1916 they were very prominent, and the local photographers benefited to a noticeable degree by selling expensive reflex and focal plane cameras to young munition workers. One concern in particular sold a large number of these cameras, but the Government restrictions on photography have killed the advertisements and the sales.

The Birmingham Business Club held their February meeting at the Grand Hotel, when Mr. J. E. Ray, Canadian Trade Commissioner for the Midlands, addressed the members on the question of the development of Imperial Trade and Commerce. The most important point he urged was that of organisation between the Dominions and the home country.

Mr. R. G. Knowles, the famous comedian, addressed the members of the Birmingham Rotary Club at the Midland Hotel, the title of the address being "All the World's a Stage." The great drama of to-day, he said, was the drama of industry, the keynote of its innumerable authors being—What was the business condition of the country going to be after the war? All desired to make that drama a success, but it could only be made so by everyone being cast for his proper part. There was also a drama of civilisation, to which the price of admission was the War Loan.

With these and many other pithy remarks, interspersed with stories, humorous and

dramatic, Mr. Knowles greatly delighted his audience.

### Dublin.

Journalistic and advertising honours for the past month rest with *The Freeman's Journal*, Ltd., consequent on the rejuvenation of the company's series of daily and weekly newspapers. Some particulars relating to the re-organisation scheme were given in *THE ADVERTISING WORLD* of last month, and it must be said that in their new "dress" the several publications showed a distinct advance. In the matter of advertising the new *Freeman's Journal* directorate have modelled the arrangements on progressive lines. In the new premises, at 27 Westmoreland Street, are included the handsomely appointed suite of offices and rooms for the advertisement department of the daily and its allied journals. This marks a new stage in development. Since his appointment as advertisement manager, Mr. William E. Magill has re-modelled the department under his control, and the new papers started on their way with an encouraging display of big space advertising. Previous to his advent to *The Freeman's Journal* Mr. Magill had carried through some notable publicity work as a staff man with *The Irish Times*, and is thoroughly au courant with modern ways in the advertising field.

The proprietors of "Gibsol," an ointment of Irish manufacture, are showing persistency in their advertising methods, which are being conducted on "national" lines as applied to Irish territory. This account is being handled by Messrs. O'Keeffe's Advertising Agency, Dublin.

If the regularly-changed displays of certain enterprising Dublin cinema houses and those of well-known non-stop advertisers from across the water were eliminated from the fine billposting stations in the Dublin area the array of poster publicity thereon would be a sorry spectacle. It has been a period of almost record dullness. A singular development in Dublin in this category has been the liberal usage of the hoardings which partly hide the ruins of many of Dublin's finest business establishments. Recruiting posters have shared fine solus spaces in those positions occupied by "allotments" announcements, etc., issued by the Department of Agriculture.

Two notable Press advertising displays in recent weeks were the "specials" inserted in the new issue of *The Freeman's Journal* by Messrs. Paterson & Co., Ltd. (match manufacturers), and Messrs. A. & B. Taxis, Ltd. Half-page and quarter-page spaces respectively were used, and in each instance the advertisement embodied a "special offer" to readers. The Paterson advertisement was in 1917 calendar form, and a gross of boxes of



# In the House of Commons

## Traders' Circulars.

Answering Mr. Watt, Mr. Roberts said that there was nothing to prevent traders from circularising their customers and inviting them to apply for such catalogues and price-lists as they might require.

*Evening Standard, March 14, 1917.*

**W**E therefore print below two of the famous offers from our circular, "How We can Help You." Write for a copy.

### A Series of Colour "FOLLOW-UP" FOLDERS costing three guineas.

For this sum the Norfolk Studio will make rough "lay-outs" or suggestions for a set of four or five vigorous folders. Our "Lay-outs" will be in colours, and will show what the circulars will look like when printed. Our folders are recognised as one of the most efficient and economical forms of advertising known. If you have never tried "follow-up" folders, try this scheme.

### A BOOKLET OR CATALOGUE "LAY-OUT" for £3 3s.

The Norfolk Studio will send you an original suggestion (in colours) for a booklet or catalogue which will include the following:

1. Colour sketch for cover.
2. Colour sketch for the title page.
3. Colour sketch for the first page.
4. Lay-out for style of other pages.

This colour sketch will show what the booklet will look like when printed, and is readily put into finished shape for economical production of finished working drawings and the rapid production of a catalogue or booklet of the very highest class.



# NORFOLK STUDIO

DESIGNERS AND ILLUSTRATORS  
RACQUET COURT, FLEET STREET  
L O N D O N : E : C : 4

Telephones : City 6866 & 6867. Telegrams : "Markeba, London."

"Winning" matches was offered to those who discovered the "peculiarity" in the advertisement. Hundreds of replies were received by the proprietors, and there were fifteen correct solutions.

A specially-marked map of Dublin was utilised in the "Taxis" advertisement, and a leather card and stamp case (with reproduction of the map in two colours) was forwarded to responsible applicants. Both advertisements "pulled" very well, and were undertaken by Messrs. McConnell's Advertising Service, Dublin. This firm is now controlling the advertising of the weekly magazine-journal, *Ireland's Own*.

### Glasgow.

Advertising, like most other businesses, has been suffering during the past month from a period of uncertainty caused by the National Service campaign. Quite a number of advertisers have been holding off, not being at all certain of their position or what may develop in the future; but, like every other phase, this, of course, will pass away, and we shall get back to our normal in a remarkably quick time.

No city perhaps in Britain is in a more prosperous condition, from a financial point of view, than Glasgow. The shipbuilding yards and engineering works are going at full pressure, and this happy state of affairs is likely to continue for a long period after hostilities cease. Scotland is, therefore, in a unique position just now; and although Glasgow has done splendidly in its contribution of both men and money, business is still very brisk, and holds up in quite a surprising manner. Advertisers please note.

Great is the power of competition. Although sold at a penny throughout England and Ireland *The Daily Mirror* and *The Daily Sketch* are still to be purchased at the old price of a halfpenny in Scotland. This is due, I think, to the fact that *The Bulletin*, their keen competitor in the North, is still being sold at the smaller sum.

The British Industries Fair, which was held in Glasgow early in the present month, was responsible for quite a stir amongst new advertisers. Some very unlikely firms, which do not as a rule make use of the public Press for advertising purposes, are finding their way into print. *The Glasgow Evening News* for February 27th had, in fact, a special page which contained four columns of advertisement matter and three columns of news, and few of the firms which took space are known to the ordinary advertising man.

Exhibitions of this sort, apart altogether from the stimulus to trade and buyers, from a manufacturing point of view we mean, are also good in proving to many people the value of well-reasoned appeals to the public.

On Tuesday, February 20th, Mr. W. W. Atkins, managing director of the Glasgow Engraving Company, addressed the members of the Scottish Advertising Association, his subject being "The Art of Photo-Engraving." There was a large attendance, and Mr. Atkins treated the subject in a masterly way. His language was non-technical, and he brought home his points very effectively by means of

specimen illustrations and blocks, and as this subject is one of which even the professional advertising man too often has a rather elementary knowledge, the address was most useful and was much enjoyed.

There is only one other meeting to finish the session. Mr. S. A. Peacock, of Messrs. R. J. Lea, Manchester, is the speaker. Mr. Peacock's fame has travelled thus far, although he is not known personally to many members, and he is assured of a large audience.

Still another member of the Scottish Advertising Association has made the great sacrifice. I refer to Captain Allen Marshall, who joined up early in 1914, and whose death has now been announced. Captain Marshall was a director of the firm of Messrs. James Marshall (Glasgow), Ltd., well known for their farola, cerola, semolina, etc. He was one of the original members of the association, and as he personally controlled the publicity of his firm he was very well known to a wide circle of members. It is only when the war is over and the Forces have been demobilised that we shall really appreciate the blanks caused through the deaths of the men who have fallen.

Through the courtesy of *The Glasgow Observer* a complete set of underwear has been sent to all the members of the association on active service in France and on the seas, a gift which will be much appreciated by the recipients.

### Llandrindod Wells.

It has been decided to join the Federation of Home Spas if the requisite £100 can be raised to co-operate in the joint advertising scheme.

### Llandudno.

The Town Council some time ago adopted an ingenious plan to help the Improvement Association in the raising of funds to advertise the town. They let the right to place chairs on the sands at a nominal rent to the association, and the latter body netted the sum of £118 by sub-letting this right. But now the district auditor has stepped in and surcharged the council on the ground that they had not shown reasonable vigilance in the ratepayers' interests in the bargain they made with the association. The council appealed to the Local Government Board, and that Department has now replied upholding the views of the auditor, but remitting the surcharge. The Department intimated, however, that they could not undertake to adopt that course as regarded any further surcharge.

### Weston-super-Mare.

The Advertising and Entertainments Association have been able to present a satisfactory report for the past year. The receipts had amounted to £3,625 as against £3,778 for the previous year, and the big income was due to a record August and September, when "tired munition and other war workers crowded into the town, thus saving the season and the situation." Thousands of guides and other pieces of advertising literature had been sent all over the country, and the response had been an unprecedented application for apartments and houses.

# ASHBURNERS

## TEXTILE ADVERTISING SPECIALISTS

10 - Piccadilly  
MANCHESTER

Textile Manufacturers—selling through the Wholesale—  
will find in our **British Textile Syndicate Service**  
the missing link :: :: Particulars on application

## The FASHION in ADVERTISING

changes  
But the human mind works  
according to immutable laws. You  
may vary your methods of appeal;  
your object is to get the attention of  
the public, always.

The new restrictions sprung on ad-  
vertisers necessitate the squeezing of  
important statements into small spaces.

We can do this well for you, as we  
have the experience of success by simi-  
lar methods in our own undertakings.

'Phone City 1191, or write

**The CATCHWORD DEPT**  
**The ASSOCIATION OF DESIGNERS**  
**210 STRAND. E.C. 2.**

## Exclusive and Distinct

"The Tablet" doesn't overlap.  
It has a circulation distinct,  
and that circulation is through  
the wealthy Catholic public.  
Moreover, "The Tablet" being  
the Official Organ of the  
Catholic Church in England,  
gets into all the important Insti-  
tutions, Convents and Schools.

Proof of the persuasiveness of  
"The Tablet" is given in the fact  
that its readers have subscribed  
over £12,000 to the Belgian  
and Polish Relief Funds.

Will you write for rate card?



*The Weekly Review with a  
news interest & a low rate  
19 Henrietta St. London, W.C.*

## SUBSCRIBERS' ADVERTISING



**In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired**

**THE ENFIELD CYCLE CO., LTD.,** Redditch, forward us a copy of a handsome booklet entitled "My Lady Drives." What she drives is, of course, an Enfield motor-cycle, and in numerous photographs we see her thus engaged, while facing the picture is the signed testimony of the lady herself to the merits of the machine. The booklet is admirably produced, being printed on a heavy grey ripple-finish paper, with cover paper of the same shade, but even heavier weight. The brochure is fastened on its narrow edge with a dark brown ribbon, and the title is printed in saxe blue, edged with gold, the latter embossed. But for this and a few rules—embossed on the paper, no ink being used for them—the cover is quite plain, and very effective in its severity, though the colour of the paper does not quite take our fancy. The illustrations, placed on the left-hand pages, are from fine photographs, and are only attached on one side, being surrounded by a rich brown border. The whole production is designed to appeal to well-to-do educated ladies with taste and money. Except for the testimony of the ladies who use the Enfield motor-cycles, there is very little letterpress in the booklet. Ample margins help to secure the good appearance and "quality" suggestion which has been so happily achieved. The brochure is sent out in an envelope to match. Some two years ago the company issued a similar publication to that now under notice, and we think they have done wisely to make renewed appeal to a constituency of rapidly increasing value.

**MESSRS. JOHN BRINSMEAD & SON, LTD.,** Ryland Road, Kentish Town, N.W., forward us a copy of their new house-organ, "The Brinsmead Bulletin," the first number of which was issued this month. It is attractively produced, but not on any very ambitious lines, and a second printing in orange for ornamental details does much to give the good appearance which has been secured. The booklet consists of fourteen pages and covers, and measures 5½ inches by 8½ inches. The preface, aptly described as an "overture," thus explains the object for the calling into being of the new house-organ: "There never was a time in the long history of John Brinsmead & Sons when it was more necessary for a feeling of understanding and good fellowship to permeate the good old firm. The German octopus which has strangled British trade

is dying surely, if slowly. . . . But with new opportunities come new responsibilities. The eyes of the musical world are upon us. It is not enough for us to invite support because we are British. Our reason must go further than that. It must be because we are British and because British are best." A "personal note" by the managing director, Mr. Hy. Billingham, strikes the same note, the necessity of effort to capture the German trade. "The Bulletin" is prepared by Messrs. P. C. Burton & Co.

**MESSRS. JOHN HARVEY & SONS, LTD.,** importers and exporters of wines and spirits, Denmark Street, Bristol, forward us some specimens of their advertising matter. These take the form of postcards and folders, the chief referring to their "Bristol milk" sherry, with the lifelike portrait of the old butler, drawing the cork. The firm, with their record of a hundred and twenty years and their quarters in the fifteenth-century Gaunt's Hospital, have splendid material for an excellent advertising story, and advantage is taken of this to some extent by the reprinting of an article in *The Times*. But a great deal more might be made of a story that is crying aloud to be told, for the history of "Bristol Milk" goes even farther back and has had tribute borne to it by Pepys. The illustrations on the folder include the doorway of the hospital above referred to and scenes in "sherry land."

**THE AUSTIN MOTOR CO., LTD.,** Northfield, Birmingham, forward us a copy of a large folder they have issued, entitled "Do You Want a Lorry?" It is designed to fold into eight, and when opened to its full extent measures 30½ inches across by 20½ inches high. The folding is so arranged that when closed the measurements are 5½ inches across by 15½ inches high. Printed in red and black, the folder is designed to give the specifications of the Austin 2-3 ton commercial vehicle chassis. Both half-tone and line illustrations are used and the type for the most part is set in 12-point Plantin old style. It is a workmanlike production.

**THE LONDON GENERAL OMNIBUS CO.** send us specimens of the "Nursery Rhymes of Present Times," which they have issued to direct attention to the importance of care in crossing the roads. They are known as the "Safety First" series, and are but one example of the very many and very cleverly conceived means which the

## THE PAPER SHORTAGE

In spite of the restrictions in catalogues, price lists and advertising literature, YOU need have no fear for the sale of your goods in the Midlands providing you make use of the Worcestershire Advertiser series of newspapers which circulate in four counties. For over half a century these county weeklies have sold goods in thousands of middle-class and industrial homes, and they can sell yours to-day.

Head Office:  
44 High Street,  
Worcester.

London Office:  
85 Fleet Street, E.C. 4.

## AND A SOLUTION

### Let us tell you about the **Permo process**

or, better still, send us specimens of your advertising display matter. We will permonize them and return them to you *free of cost*. You will then see for yourself that Permonized showcards, note cases, perpetual calendars, poster stamps *look better* and, what's more, Permonizing *cuts the cost*.

Write to-day for our  
suggestions for saving

**THE PERMO COMPANY**  
London Road  
Beddington Corner  
**MITCHAM, SURREY**

Telephone - Mitcham, 832

**The CATCHWORD DEPT**  
The ASSOCIATION OF DESIGNERS  
210 STRAND, W.C. 2

Specializes in catchwords, catch-phrases, & catchy arrangements.

The restrictions put on printing and advertising, and paper difficulties, have made it necessary to reduce the size of your advertising spaces. It is therefore necessary to say much in a few words.

We have a knack for short, pithy sentences that bring business. Make an appointment with one of the Directors of the

**ASSOCIATION OF DESIGNERS,**  
210 STRAND, W.C. 2.

or Phone  
City 1191.

company have adopted of securing indirect advertisement for themselves. The verses themselves vary rather in merit. We quote one of the best :

"Little Jack Horner

Stood at the corner,

Watching the traffic go by ;

And when it had passed,

He crossed over at last,

And said : ' What a good boy am I.'

"It is best to cross where there is a centre refuge. A lamp is fixed at every refuge."

**THE NORTH BRITISH RUBBER CO.,** Castle Mills, Edinburgh, send us a copy of an illustrated catalogue of their North British vulcanite combs. The feature of the booklet is the thumb-nail index, which makes reference very easy, and a paged index further helps to achieve that end. The catalogue is arranged in a book which measures about 4½ inches wide by 8 inches high, and is bound in a blue-grey linen-grain cover, on which the name and trademark of the firm has been embossed in gold. Some of the combs are printed in red to show their natural colours, and decorative work in green helps the appearance of the pages. A catalogue of this nature hardly lends itself to any very picturesque treatment, but the price list is well turned out, and presents a very workmanlike appearance, so that it should form a good silent salesman for the firm which issue it.

**THE EDISON & SWAN UNITED ELECTRIC LIGHT CO., LTD.,** Ponders End, forward

us a copy of their latest showcard dealing with electric batteries. It is not beautiful to look at, and does not claim to be so, but its mission in life is to make known and keep before the public an entirely British product. It is designed to bridge the gap while the war lasts, and until circulars permit of something better being done. The card measures about 9½ inches wide by 14½ inches high, and is printed in four colours. This has allowed all the articles represented on the card to be reproduced in their actual colourings.

**MESSRS. CASSELL, La Belle Sauvage. E.C.,** send us a copy of their spring list of books. It is simply but attractively produced, oval portraits of the authors being arranged to face *résumés* of the books now being issued. The list runs to twenty-four pages, and is bound in a buff cover, with decorative floral border in green and red.

**MESSRS. DAVID JONES, LTD.,** drapers, etc., Sydney, N.S.W., forward us a copy of their Christmas gift book, a profusely illustrated catalogue of presents for all. The booklet was well turned out, with cover in two colours.

**THE GOLDBERG ADVERTISING AGENCY,** Royal Exchange Buildings, Wellington, N.Z., send us some specimens of advertising they have lately put out to direct attention to the service they are able to render. These pieces of promotion matter certainly suggest that the firm is alive and capable of rendering good service to seekers after publicity.

## THE KINGSWAY INFORMATION BUREAU

ALTHOUGH THE Publicity Departments of many towns find the work of advertising those resorts is sadly hampered by the war, their activities in that direction are only dormant and not abandoned. Other towns, more happily situated, are vigorously calling attention to the advantages they can offer to prospective residents or visitors. But whether the towns fall under the one or the other of these heads the Kingsway Information Bureau, conducted by Messrs. Ed. J. Burrow & Co., of Cheltenham, is able to render assistance, and, indeed, is now actively engaged in doing so.

The Bureau is singularly well qualified for the work in which it is engaged, for its chief, Mr. Edward Burrow, is an expert in the subject, and through his guide-books is already known to many local authorities. Indeed, in most cases the guides have been officially recognised. For fourteen years Messrs. Burrow have been collecting information for these guide-books, and about 630 towns and districts have been dealt with. Therefore their acquaintance with the subject is thorough, and obviously the company are not novices in the art of collecting and imparting the information which inquirers need. All Lord Montagu's motoring handbooks and the publications of the Royal Automobile Club, the Royal Aero Club, and the Commercial Motor Users' Association, as well as a big range of road guides and maps, are among

their publications. Filed at the Bureau, too, are particulars of some 5,000 schools, available for the guidance of parents undertaking the responsibility of arranging for their children's education.

When reference is made to advertising a town one's thoughts generally turn to the health and pleasure resorts, so it may be well to remind our readers that the activities of the Kingsway Information Bureau are not confined to such places, but that particulars can be obtained there also of the facilities offered by manufacturing centres for the erection of works. The inquirer can learn there about the railway accommodation, the cost of electrical power, and the local rates, all of which matters play so important a part in the selection of a site for a factory.

From personal knowledge of Mr. Burrow we can say that any work he takes in hand he does well and thoroughly, so his Bureau will prove a real help to those who go to it for assistance.

We understand that the Kingsway Bureau may be secured for periods of three months for the exhibition of illuminated models and publicity matter by public bodies or advertising committees, with the assistance of a capable Bureau manager. This offer has been taken up by a number of local authorities, but particulars of dates open may be ascertained on application to Messrs. E. J. Burrow & Co., Ltd., Regent House, Kingsway, London.



THE BRITISH ELECTRICAL  
FEDERATION LTD.

# CIRCULATION

—in the truest sense of the word.


Has it ever struck you that the "circulation" of the Tram and 'Bus systems controlled by us aggregates

## 404,000,000 PASSENGERS

a year? And a circulation in the truest sense, since an advertisement on a 'Bus or a Tram actually circulates. It traverses the very busiest routes of our most prosperous provincial towns. Consider the significance of such a figure and write for rates from—

J. PEACE,  
ADVERTISEMENT MANAGER.  
The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C.

# AFTER THE WAR



Be ready with that  
Illustrated Catalogue  
and get your share of  
EXPORT TRADE.

Dent's blocks talk  
in all languages.

**A.E. DENT & CO. LTD.**  
Process Engravers in Tricolor, Half-tone & Line.  
**BROADWAY, LUDGATE HILL, LONDON. E.C.**

## SIDELIGHTS ON POSTER RESTRICTION

WITH A lack of perception which is quite remarkable even a large section of the educated public, as we have often pointed out, fail to realise how much they owe to advertisements for their big and cheap papers, scarcely ever appreciating the fact that without advertisements it would be impossible to produce at the present price papers of anything like the size and excellence of those now produced. And now a most instructive sidelight on the value of advertising in helping to make it possible for passengers to travel cheaply has been afforded by the remarks of Lord George Hamilton when presiding over the annual general meeting of the Underground Electric Railways Company of London. His lordship referred to the recent Order of the Government restricting the use of posters as one of the unforeseen adverse conditions which had to be met by the company, and hinted that it might be a contributing factor to a possible increase in fares. Lord George said: "As an example of the special and unforeseen adverse conditions which have to be met by the operating companies, I would mention the recent Order issued by the Government regarding the use of advertising posters. The aggregate revenue from poster advertising on the stations, in the cars and lifts and on the omnibuses is not far from £100,000. This

Order prohibits the display of posters in many cases. The effect on our advertising revenue cannot be exactly estimated as yet, but it is likely to result in the loss of a large part of that revenue. While we are still believers in the lowest reasonable fares, both in the interests of the public and the shareholders, these increases in the cost of all the materials the operating companies purchase will probably compel them to consider a readjustment in rates of fares. We, in common with all great transport enterprises, are beginning to feel the pinch of war."

Speaking at the annual meeting of Moss' Empires in Edinburgh, on March 9th, Mr. Wm. Houlding, chairman of the company, referred to the restrictions which had been placed by the Government on the use of posters. He said: "Another restriction placed upon the business, and one which I think will not do much harm, is the very considerable reduction in size of posters, the cost of which has greatly increased during the last twelve months. We have decided to discontinue all advertising by means of posters, to restrict the announcements to short advertisements in the local newspapers, and to use the lantern slide in the various theatres for the purpose of announcing the next week's programme."

### Newspapers and their Readers.

UNDER THE above title *The Guardian* in a recent issue had some interesting things to say apropos of the position of the Press in view of the recent further restrictions in the supply of paper. Our contemporary observed: "Readers—often in complete ignorance of the fact—have been living on the bounty of the advertiser, whom too many affect to despise. They must for very fairness reconsider their position. Of late years especially there has been among a few self-respecting papers an increasing censorship over undesirable advertisements and advertisements making any claim that cannot be substantiated. If, then, the newspaper manager takes the responsibility of introducing the advertiser to the reader, the reader should at least render the courtesy of attention to the introduction. It is the least he can do when he receives so much news and literary matter largely through advertisement revenue."

"There is also a word to be said concerning the fetish of 'sales' as the one guide to value—a fetish discredited by *The Times* 'circle' arrangements. So far did this craze go at one period, that in the eyes of some advertisers quantity counted for everything and quality for nothing. The very journals that once cried out for huge 'sales' are to-day despising them. The truth is that the advertiser pays for three things—printing, paper, and the introduction to a body of readers who he has reason to think will be specially interested in his goods. It is the desire to be brought into touch with the last that is his one aim."

### Business Going Out.

Messrs. Christy, Old Swan Lane, E.C., have placed the advertising of their "T.M." tooth powder and tooth paste with Smith's Advertising Agency.

Messrs. Spiers & Pond are undertaking the publicity work for the Cawarra Wine, an Australian product.

The advertising of the Bennett College, Sheffield, is being placed through Messrs. Harwood & Co.

A good deal of advertising is being done just now of the "Ideal Milk," the publicity work being in the hands of Messrs. Mather & Crowther.

The Tariff Reform League, advertising is being placed by Messrs. S. H. Benson.

Messrs. Goring, of Tudor Street, are undertaking the advertising of the "P.R." breakfast food for the Wallace P. R. Foods Co., 2 Tottenham Lane, Hornsey, N., and of the Manhu Cereal Foods, for the Manhu Food Co., Blackstock Street, Liverpool.

Messrs. Samson Clark are carrying out the advertising of the Windermere Hair Nets for which some large spaces were secured.

The advertising of the Whatman Drawing Papers is in the hands of Messrs. Mather & Crowther.

The Société Européenne de Publicité were the publicity agents for the Lyons Fair.

Messrs. Brookie, Haslam & Co. have been entrusted with the advertising by Messrs W. Stanley Minchin, 99, Ladbroke Road, Holland Park, W., of their "bedding re-made."



## "Corporal True to Time"

### TALKS BY THE LITTLE CORPORAL

#### III.

BEEN seein' em orf, I have! Fifty of B'em. Just like a regiment o' soldiers. All booked for the same billet, — offis in the City. Didn't know you could 'phone us for a offis staff, did yer? Well, now I'm tellin' yer. If ever yer want any clerks — and no duds, neither — this is the show. Yer can ask the British Government if yer like. The Government Offises often 'phone for a platoon.

Take a note on yer shirt-sleeve — beg pardon, I mean desk-pad; telephone Gerrard 9646-7, then when yer want any 'elp, or any letters addressed, yer'll know wot to do.

*Corporal True-to-time.*

**The Reliable**

ADVERTISING & ADDRESSING

**Agency**

Arthur Chadwick,  
Managing Director.

**Publicity House** BUCKNALL & CARRIER STREETS  
NEW OXFORD STREET, W.C. London.

Telephones: Gerrard, 9616-9647.



## Ours is Yours

Our SPECIAL TALENT to compress the substance of a double column into a 1 inch space is at your service. We can make that 1 inch space talk.

'Phone City 1191, or write

**THE CATCHWORD DEPT. of**  
THE ASSOCIATION OF DESIGNERS, LTD.  
210 STRAND, W.C.2.

## Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 66 years' experience.  
WRITE FOR PARTICULARS.  
D. J. KEYMER & CO.  
1 WHITEFRIARS STREET, LONDON.  
Telephone No.: 5310 Holborn.

**DK**  
ADVERTISING  
COUNSEL

Advertisers should not overlook this authoritative

## Church Weekly

which has directly supported its advertisers for many years by refusing every fraudulent and misleading advertisement.

## The Guardian.

(With which is incorporated  
The Churchwoman).

**J. G. Sparkhall, Advertisement Manager**  
29 King Street, Covent Garden, W.C.

# A WELL-DESERVED COMPLIMENT

THE HUMAN side of business was very much to the fore at a luncheon given by Mr. Horatio Bottomley the other day at the Imperial Restaurant. The occasion was in part a celebration of the attainment by *John Bull* of a circulation of one and a half million copies



MR J. S. ELIAS

weekly, but it was much more a semi-public recognition of the unobtrusive but invaluable work of Mr. J. S. Elias, managing director and business manager of the paper, in bringing about this remarkable journalistic success, and a demonstration of the respect and affection he has won from his colleagues and a wide circle of business friends.

In handing over to Mr. Elias an excellent presentation portrait, painted by Mr. R. Holyoake, Mr. Bottomley spoke with equal feeling and felicity of their business and personal relations. He referred to his meeting with Mr. Elias as one of the most fortunate events in his career. He observed that they formed a cabinet of two in the conduct of the journal, and very emphatically affirmed that it was Mr. Elias who deserved the biggest share in, and the credit for, the success of one of the most remarkable achievements in the history of journalism.

Mr. Kennedy Jones, M.P., joined in the tribute to the guest of the afternoon, as did also Mr. W. J. Odhams, who for twenty-two years has been associated day by day with Mr. Elias in building up from very humble beginnings the great printing and publishing business they now control.

In thanking Mr. Bottomley for his generous appreciation, Mr. Elias said that only a big man would have endeavoured to place on another's shoulders the mantle which rightly belonged to himself. If *John Bull* had been founded and edited by anyone but Mr. Bottomley, it would to-day either be floundering among the mediocrities of journalism or long since have gone to its grave.

Sir H. Dalziel, M.P., and Mr. Warwick Brookes, M.P., respectively proposed and supported the toast of "The Chairman," to which Mr. Bottomley briefly replied.

The presentation was attended by more than one hundred of the business and journalistic friends of Mr. Elias, and provided a most pleasant demonstration of the warm affection felt towards him by all who have come into contact with his magnetic and stimulating personality.

## The Pen of a Ready Writer.

A WRITER cannot be expected to be "ready" unless his pen is an unobtrusive and efficient implement. He has but one tool, but that tool must approach perfection if his mental faculties are to be allowed full play. Irritated and hampered by a pen that requires constant attention and delicate handling, he will find not only that his time and patience are being destructively attacked, but also that his thinking machinery is thrown out of gear and that his output of ideas is small. All those who wield the pen, and, perhaps, especially the

advertisement copy-writer, who must always be fertile in idea and "ready" in action, should make it their very particular business to obtain one that will in all circumstances do its duty without being forced to do so. They may be sure of securing this most desirable possession if they insist upon having a "Waterman," one with a lever self-filler such as is penning these lines. A "Waterman" always turns out good "copy" because it relieves the writer of all necessity for devoting a large part of his attention to the mechanical processes of his craft.



# The Christian Herald

for

**R**EASONS for the success of "The Christian Herald" as an Advertising Medium all revolve around that one great factor—RESULTS.

**E**VERY keen Advertiser who has tested this medium with a Right proposition in a Right manner has found it worthy of consistent use because it can be relied upon, for it is included in every advertising scheme by those who have once tested its selling power.—RESULTS.

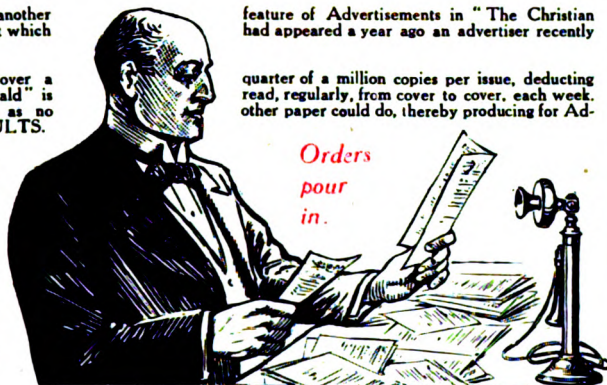
**S**OME indication of the remarkable pulling-power of the "Christian Herald":—In a recent issue even a four-line Advertisement, repeated only three times, for the sale of two Debentures drew in applications to the amount of over £1,500 by direct—RESULTS.

**U**NSUALLY long "life" is another Herald. From an advertisement which obtained—RESULTS.

**L**ARGE in Circulation—well over a all returns. "The Christian Herald" is And it influences those readers as no advertisers some remarkable—RESULTS.

**T**HERE is hardly a corner of the Globe where "The Christian Herald" does not penetrate, and its readers spend money freely. This is evidenced by—RESULTS.

**S**O if you have a proposition to make in a paper that is kept in the home and read not once but many times, each copy often having its own circle of readers, advertise your proposition in "The Christian Herald," and get—RESULTS.



feature of Advertisements in "The Christian" had appeared a year ago an advertiser recently

quarter of a million copies per issue, deducting read, regularly, from cover to cover, each week. other paper could do, thereby producing for Ad-

Apply for Specimen Copies and Rate Card, Advertisement Manager, 6 Tudor St., LONDON, E.C.

## We know

We have a special genius for catchwords, catch phrases, and catchy arrangements, as instanced by the following successful headings:

"Learn to sketch in two hours."

"If you can write you can draw."

"Easy as winking," etc., etc.

We are the originators of the A.B.C. Method of Drawing and of the Hieroglyphic System of Life Drawing; also of the paper, "Drawing."

We can invent names for your goods—words and designs that will sell them.

'Phone City 1191, or write

**The CATCHWORD DEPT.** of  
The ASSOCIATION of DESIGNERS, Ltd.  
210 STRAND, W.C.2.

## TALK

to the inhabitants of  
one of the busiest areas  
in the West Riding of  
Yorkshire.

They are mostly industrial  
workers, earning  
good money and ready  
to spend it.

You can get in touch  
with them through the  
advertisement columns  
of the

**Brighouse Echo**  
and ELLAND ECHO

**ADVERTISE NOW!**

Rates, etc., from Publishers,  
Park Street, Brighouse

## THE CAMBRIDGE MAGAZINE

AN ADVERTISING medium that is very rapidly advancing in value is *The Cambridge Magazine*. It already circulates just upon six thousand copies weekly—nearly all of them be it noted, to subscribers—and is exercising a very active power to add to its numbers with remarkable speed. A six thousand circulation looks small enough at first sight in these days of big figures, but it is very respectable in the select class of publications to which *The Cambridge Magazine* belongs. Not very many of them could show an equally extensive list of subscribers.

Advertisers wishing to reach the class of readers of whom the public-school man may be regarded as a convenient representative, may advantageously take this go-ahead weekly seri-

ously into consideration. Editorially it is very much alive, fresh and independent, and exceedingly outspoken; eminently a paper that is bought to be read and that is talked about. There is no dead circulation for the advertiser to take into account. With its views we have no concern; but they plainly command attention, and the advertising matter that accompanies their printed expression must therefore command attention too.

The advertisement rates, practically on the "pound a thousand" basis, are distinctly attractive for this class of periodical, and the paper should soon win from advertisers the measure of support justified by that of its widening circle of well-to-do readers.

### "Britain's Awakening."

FROM a young British soldier in France, by profession a schoolmaster, Mr. A. O. Richardson has received a very encouraging appreciation of his book "Britain's Awakening." At the same time, the letter shows how THE ADVERTISING WORLD finds its way into the trenches, and does good work there. The writer of the letter in the course of his communication says:

"I have been reading that splendid new book of yours, 'Britain's Awakening,' and I write to thank you on my own behalf for the undoubted benefit derived from it. You have given me new hope, fresh ambition, and a keen desire to ascend the ladder of usefulness.

"I have been interested in advertising from the spectator's point of view for many years. It is difficult out here to become more closely acquainted with the work, but I set to work to find books that would help. In this way one of the periodicals I regularly read is THE ADVERTISING WORLD, strange reading matter you may think for a dug-out. It was in this magazine I saw 'Britain's Awakening' advertised. Truly your book is a work of national importance and thousands of copies should be purchased by the Government and distributed among the large number of educated men here."

### Graphic American Number.

THE GRAPHIC on March 17th produced a very handsome and bulky American Number, running to eighty pages, of which thirty were devoted to American and twelve to British advertising. The former had been procured on the spot by the paper's special commissioner, Mr. Leo Scheff. A notable feature of the American section was that many of the advertisements—we presume them to be such—were in the form of illustrated articles set in editorial fashion. The various contributions were of a most attractive character and beautifully illustrated. We believe the production to be the largest, as it certainly was one of the most attractive special numbers, that *The Graphic* has ever brought out. The printing of the fine blocks was as excellent as ever. The cover consisted of a coloured cartoon with the symbolical figures of Britannia and the United States clasping hands on a quay covered with merchandise.

### Auctioneers and Bill Posting

The auctioneers and estate agents of Liverpool and the district at their annual meeting a few days ago discussed the effect upon their business of the order forbidding the further printing of posters. Several members expressed the opinion that the prohibition would have a very serious effect, but Mr. Manley, of Nantwich, did not share that view, thinking posters could be dispensed with as effective advertising was done through the newspapers. Mr. Bradwell, president of the institute, entirely endorsed the view of Mr. Manley. In support of his contention he stated that for a year now his firm had done without posters, and they had not had a single bad sale. He had put an advertisement in the newspapers announcing that he was discontinuing posters. He regarded a poster advertisement as cheap for the auctioneer, but the client had to pay for it. It was in fact money thrown away, as posters only attracted loafers, who were a nuisance to the auctioneer. Therefore he pinned his faith to newspaper advertising because he found it paid.

### The Sphere.

THE READER who took up his *Sphere* for March 10th would, from its sumptuous appearance, never have imagined that newspapers were suffering from any of those difficulties which now beset them in the matter of paper supply or the production of blocks. The size of the number and the manner in which it was produced suggested rather the palmiest days of peace, though the illustrations and text matter were distinctly warlike, for it was the special naval issue. The outstanding features were the coloured pages which, exclusive of covers, numbered ten. These were from excellent drawings and were reproduced in the finest style. Of outstanding merit were the pages by Chas. Pears, "In the Pool at Twilight," and "Destroyer Work in the North Sea," by Montague Dawson. Some of the advertisement pages were also in colour. Advertisers gave the number a generous measure of support, fully appreciating the fact that it constituted an admirable medium for the making known of their wares.



## ITEMS OF INTEREST

Mr. Councillor Joseph Crookes Grime, the managing director of the Manchester Billposting Co., Ltd., has been appointed a magistrate for the City of Manchester.

We hear that Mr. St. A. St. John, well-known to the older generation of advertising men as a former advertisement manager of *The Times* and *The Daily Graphic*, and subsequently director of the Goldsmiths' Alliance, is now commander in charge of the camp at the Royal Naval Barracks, Chatham.

Great regret has been expressed at the death of Mr. Fred Akerman, who passed away at Bournemouth on March 8rd. For some years Mr. Akerman was advertisement manager of *The Times' Weekly Edition*, and prior to that had been associated with the Spottiswoode, Dixon & Hunting Agency. He was only 88. Mr. Fred Akerman had many friends.

Mr. Douglas H. Clegg, sole proprietor of the Artad Bureau, advertising service, Southport, desires us to state that the agency will not undergo any change of name consequent on the new Registration of Business Names Act.

Mr. David Levy, who for a considerable time so successfully undertook the securing of advertisements for the Shaftesbury Theatre programmes, no longer discharges that task. The programmes are now under the control of Messrs. Westby & Co.

Mr. T. A. Grehan, the advertising manager of *The Independent Newspapers, Ltd.*, Dublin, has accepted the invitation of the Column Club, Manchester, to inaugurate a debate at a special club meeting next month. Manchester advertising men are sure to appreciate the "applied wisdom" which is at the back of all Mr. Grehan's business philosophy.

The firm of Messrs. Gawthorpe, Ltd., of Leeds, sign makers and writers, is now incorporated with that of Messrs. J. Oldham also carrying on a similar business in the same town.

Messrs. Ed. Bennis & Co. inform us that they have found it necessary to convert *Cheap Steam* from a monthly to a bi-monthly, as their work for the Ministry of Munitions is so heavy that they are unable during the war to undertake the extra labour entailed by bringing out the magazine at the intervals originally intended.

The Carlisle Central Liquor Traffic Board have prohibited external advertisements relating to liquor and the display of bottles in windows.

*The Brighouse Echo* has been the means of raising a sum exceeding £1,015 on behalf of the Belgian Famine Fund.

In the House of Commons, on March 12th, Mr. Beck informed Mr. Joynson-Hicks that the staff of the National Service Department numbered 692. The cost of the staff to date was £8,000, and the estimated cost of the present staff was £65,000 per annum. The

advertising agent was an American citizen resident in England this last thirteen years. His remuneration was £750, and he had succeeded in placing National Service advertisements through the advertising agents without any charge for commission by any of them.

At the close of last month the representatives of the religious Press held a meeting to consider the attitude they should adopt on the price question in view of the increasing cost of paper. The result was that *The Guardian*, *The Church Times*, *The Church Family Newspaper* and *The Record* agreed to increase their charge from one penny to two-pence per week. *The Guardian* brought the change into effect at once, but some of the others we believe deferred the increase in price for a week.

Since the outbreak of the war, applications have been received at the Department of Commercial Intelligence from a large number of firms in all parts of the United Kingdom, and abroad, who wish to get into communication with British manufacturers or producers of various classes of goods which have previously been obtained from Germany and Austria-Hungary. Applications have been recorded lately for the names of manufacturers or producers of advertising novelties, viz., knives, cheap, to retail at 5d. each; mirrors, small reducing, covered with celluloid, and pencils; machinery for printing in one or two colours and punching labels at the same time, with or without embossing attachment, and for dyes, cheap, for ink making. British manufacturers or producers of these articles now in a position to supply are invited to make application for the names of the enquirers.

"Advertising is as essential to business as the sun to the earth." This was one of many shrewd and striking remarks made by Mrs. F. A. Degen, in the course of her lecture on advertising, at the annual meeting of the Brompton section of the Kensington Chamber of Commerce. She said that to bring the best results it was always necessary to have something worth while advertising, and it was better to understate the qualities of the goods than overstate them. Properly applied advertising was a moral force. The ordinary stereotyped wording did not attract much attention from the public, who needed to be influenced by something quite extraordinary. Illustrations should be such as would bring out the essential point. One needed, as it were, to drive one nail in and drive it well. The story one had to tell should be told interestingly and also personally; but the difficulty was to do this shortly and tersely. Most business people exhibited timidity in their advertising; persistency was needed, and the results were sure and accumulative. After the war, advertising would be one of the ways by which we should be brought nearer to our Oversea Dominions.

## NOTES ON MEDIA

A NEW scale of advertising rates was lately put into effect by the conductors of *The Daily Chronicle*. The charge for a whole page is now £175. The wonderful growth of late years in the sale and popularity of the paper fully justifies the increased charge.

"THE DAILY  
CHRONICLE"

THE proprietors of *Punch* announce that owing to the scarcity of paper they have been compelled to double the price and reduce the size, but they propose that the amount of matter published shall by condensation and compression be maintained, and even, it is hoped, increased. It has also been found necessary to withdraw from newsagents the "on-sale-or-return" privilege. The advance in price to 6d. came into effect on March 14th. Mr. Roy Somerville, in directing the attention of advertisers to these changes, says the space available for advertising will, under the new conditions, be perhaps half of that normally available; but that should sales fall below 100,000 copies on account of the increase of price, a rebate of 10 per cent. for each complete 10,000 fall below 100,000 will be made to advertisers each quarter when the approximate average fall per issue for the quarter has been ascertained. No extra charge will be made for copies sold in excess of 100,000. Mr. Somerville also says that it will not be possible to guarantee insertion of any advertisement on any specific date hereafter. No orders for new business will be accepted unless marked for insertion, "First available issue."

"PUNCH'S"  
ALMANACK

MR. ROY SOMERVILLE informs us that the advertising rates for *Punch's Almanack* are to be increased, and the reasons he gives for so doing must satisfy everybody. Mr. Somerville shows that the rates were arranged when the sale of the *Almanack* was only 60,000, and that there has been no increase in them, though the sale of this special issue has in three consecutive years twice exceeded 250,000 copies, and on the other occasion was 800,000. The case for an increase is therefore absolutely good, and the advance will come into effect with the next issue of the *Almanack*.

*The Bystander* brought out on the 14th a very fine "special Navy number" which was generously supported by advertisers, over forty-two pages being devoted to them, and many firms who wished to be represented could not secure space owing to paper restrictions. Even so, 160 adver-

"THE  
BYSTANDER"

tisers had announcements in the number which constituted yet another evidence of the popularity of *The Bystander* with the big West-end firms. On its pictorial and literary sides the paper was very attractively edited and certainly looked at matters naval from the lighter side. The number was admirably printed on a heavy art paper, running to 80 pages and covers.

MR. JOHN HART has issued a circular to advertisers in *London Opinion* concerning the grave situation created by the rise in the cost of production. In this circular he says:

"LONDON  
OPINION"

"Either the price of *London Opinion* must be raised to 2d., and the advertising rates kept as they are; or else some part of the increased cost of paper for considerably over 300,000 copies a week must be shared by advertisers. The advertisement rates have always, under my management, been based on the cost of production. Production now costs between £600 and £700 more per issue than before the Government restrictions upon paper; and my proprietors have carried the loss themselves thus far. They now ask advertisers to bear part—but only part—of this loss. In deciding to surcharge every advertiser alike—large or small, new or old—25 per cent. after March 31st issue, *London Opinion* does not take an increased profit. It only shares an ever-increasing loss; and when the present conditions disappear, the surcharge will come off. I do not ask you to increase your expenditure by this 25 per cent. I not only advise, but should prefer, that you reduce the number of insertions, and only spend the same money. Net sales guaranteed not less than 210,000 every issue."

ON March 8th our esteemed contemporary *The Newspaper World* published its 1,000th issue, and to it, and to its proprietor, we offer our warmest congratulations on so interesting an event.

"THE  
NEWSPAPER  
WORLD"

Every man connected with newspapers knows and values *The Newspaper World*, so attractively edited, and so sound and shrewd in counsel. The editing of the paper has been a labour of love for Mr. Charles Baker, and we can fully believe him when he says, in his thousandth issue: "We have intensely enjoyed these thousand weeks, and not the less so from the fact that they have been weeks of service on behalf of a much-loved industry. Not one of the issues has been without the work in it of the present writer, and nothing that he has been called upon to do has been to him other than a pleasure." The things that make for the good of newspaperdom have ever been consistently advocated by the paper, and we wish it a long and prosperous career.

# Mr. Chairman and Gentlemen!

## SOCIETY OF MOTOR ADVERTISING MANAGERS



### Securing Attention Value.

AT THE meeting of this society, held on March 9th, at the Aldwych Club, Mr. R. McKean Cant read a paper on "The Influence of Size and Repetition on Attention Value." The chair was taken by Mr. A. F. Ilsley.

Mr. Cant, in the course of his address, quoted some experiments made by Prof. Walter Dill Scott, as recorded in his book, *The Theory of Advertising*. Mr. Cant said the first series was carried out by Dill Scott with regard to the effect of size upon attention value. He and his friends personally tested over 500 persons (many of them students) between the ages of 10 and 80 in the following way. He handed each of his students a copy of the current issue of the *Century Magazine* and asked them to look through it in their usual way but not to read any poetry or long articles. At the end of ten minutes he surprised them by asking them to close the magazines and write down all they remembered about each advertisement they had read. The total results showed that a full page was mentioned twenty times, a half page nine times, a quarter page three times, and a small advertisement less than a single time. Considered in another way these results appear as follows: a quarter page advertisement was mentioned 80 per cent. oftener than a quarter page of small advertisements, a half page advertisement was mentioned 80 per cent. oftener than a half page of small advertisements, and a full page advertisement was mentioned 90 per cent. oftener than a full page of small advertisements. Another investigation by Dill Scott was made on a much more diversified and responsible scale. He selected magazine advertisements of all kinds in such lavish quantities that he was able to bind 100 pages of them into the body of fifty current magazines, and these were distributed to heads of families

in the proportion of 88 women to 17 men. The actual test was on much the same lines as the former, and, although the results indicated a much greater difference between the individual advertisements of the same size, the broad general finding was in absolute sympathy with that of the first investigation, viz., the full page advertisement was *more than twice* as effective as a half page advertisement, the half page was *more than twice* as effective as a quarter page, and a quarter page was more effective than a quarter page of small advertisements.

These results are important, for two reasons. First, because there is no dispute as to whether a big space is more valuable than a small space—the point is whether one space which is twice the size of another is twice as valuable; and, second, because their results differ considerably from the results of Prof. Hugo Munsterberg's experiments on the influence of *repetition* upon attention value.

Mr. Cant also quoted Prof. Munsterberg's investigations on the same subject, and in conclusion urged that such subjects were worthy of careful investigation in order that the knowledge of the science of advertising might be advanced. He deplored the absence in this country of scientific investigators into the subject. It was a disgrace that this country had not even a national advertising society to agitate for such facilities for investigation as were possessed in the States. If a national advertising society did not arise after the war it would become the urgent duty of every advertising society to petition Government for such assistance. But even then the bulk of the work must be done by individual firms and individual advertising managers.

A discussion followed, and Mr. McKean Cant was warmly thanked for his address.

## THE ALDWYCH CLUB

MEMBERS OF the club interested in pictures had the very great pleasure on the afternoon of February 20th of listening to informal, but most instructive, chats on "Old English Water Colours" by Sir Harry Wilson, Secretary of the Royal Colonial Institute, and Mr. Robert Bateman, curator of the Whitworth Institute, Manchester. Both gentlemen are enthusiasts on the subject, and spoke with all the collector's delight of the theme so dear to them. The enjoyment their address gave was enhanced by the exhibition of examples of the work of some of the great masters of the craft. Mr. A. S. Bull presided.

On the 27th ult. members of the club spent a very pleasant hour after lunch listening to a description by Mr. Wilfrid Stokes of the gun which he has invented, and which bears his name. It has been used at the Front. Mr. Stokes is the president of the British Engineering Association. Captain Bridges presided.

There was a great gathering of members of the Aldwych Club and their friends at the Connaught Rooms on March 8th to hear Sir Edward Carson speak on the work of the Navy. The dominant note in his speech was one of gravity, for he emphasised the seriousness of the problems which the Navy had to solve, and confessed that at present they had not been satisfactorily solved. He paid a high tribute to the work of the mine-sweepers, and appealed to the men engaged in the shipyards not to dawdle through their work or strike while other men's lives were being sacrificed, because we were short of ships. The fine speech was listened to with marked attention. Lord Northcliffe presided.

The subject for consideration at the meeting of the Circle on March 13th was "Secondary Schools and Commerce," the speaker being the Hon. W. N. Bruce, C.B., principal assistant secretary to the Board of Education (Secondary Schools Branch). Mr. Thos. Russell presided.

## THE SALES MANAGERS' ASSOCIATION

MR. JOHN HODGE, M.P., Minister of Labour, was the chief speaker at the dinner of the Sales Managers' Association, held on February 15th, at the Holborn Restaurant. Mr. W. B. Robertson presided. The right hon. gentleman's subject was "Capital and Labour, or After-the-War Problems," and in the course of his remarks he said he was an optimist, and believed that after the war we were going to have a great period of booming trade. It was impossible now to get new machinery or renewals; we were working from hand to mouth, so that after the war there must be a great demand for renewals. Ship-building would boom to an extent we had never known before, and with the iron and steel trades booming every other trade would boom in sympathy. But all those industries which

had been turned into munition-making must not wait until peace was declared. They must lay their plans now for the change. Demobilisation would affect the labour market to a very large extent, and we must see that the Army and Navy did not flood the labour market with too many men at one time. Otherwise demobilisation might create destitution of so appalling a kind that we should be face to face with revolution. That would be a poor reward to labour after the sacrifices of its old customs and privileges which had taken half a century to build up. His great desire was to have the heartiest and closest co-operation between capital and labour in seeking to solve the problem.

Mr. B. Seeborn Rowntree, of the Ministry of Munitions, also spoke.

## THE ASSOCIATION OF ADVERTISING WOMEN

THE FIFTH annual general meeting of the Association was held at the Emerson Club, and the President, Mrs. A. M. Mortimer, was once again in the chair, after her illness. Her return was warmly welcomed by the members.

The report of the year's work showed marked progress in membership and value, and the three months' trial of sharing premises with the Emerson Club had proved in every way successful. The members voted in favour of continuing the arrangement with the Emerson Club.

The Treasurer's statement showed a balance in hand of £4.

At the strong wish of the members Mrs. A. M. Mortimer consented to act as President for the ensuing year, but, in view of health and business conditions, moved the appointment of a Vice-President, and Miss Beryl Heitland was elected to the new post. Other officers were elected as follows: Hon. Secretary, Miss Longley; Assistant Secretary, Miss Bisley; Hon. Treasurer, Miss Spriggs; Committee: Mrs. Welsh Lee, Mrs. Seignior, Miss Reynolds, Miss Foster; Press Secretary, Miss Mayer; Employment Bureau, Miss Worrall.

A cordial vote of thanks to the President for her energy and keen interest in building

up the Association was proposed by Miss Reynolds, seconded by Mrs. Welsh Lee, and carried.

"The Literary Side of Advertising" formed the subject of a lecture and discussion at the Emerson Club on March 16th. Mrs. Leigh Bennett, who was to have dealt with the promised subject was prevented from coming at almost the last moment, and Miss Beryl Heitland acted as substitute. Miss Heitland pointed out that the subject must be taken from the view-point of future possibilities, rather than from that of past or present achievement, and that "literary" advertising was as yet only in its infancy.

Under the heading of the possibilities of journalistic advertising in the coming reconstruction of British trade, attention was specially directed to the great opportunities, (a) for writers of simple, happy, pictorial English to develop and raise the literary standard of English advertising, and (b) for linguists to carry English advertising abroad.

The first meeting of the new session will be held on April 2nd, at 8 p.m., at the Connaught Rooms, when Mr. E. S. Daniells will give a demonstration of radium and its application to mechanical inventions.

## NATIONAL ADVERTISING SOCIETY

THE ANNUAL report of the National Advertising Society and General Benefit and Benevolent Institution has been issued in preparation for the annual meeting to be held on April 2nd.

In the course of their report the committee say that the acceptance of new members and the membership of some of those already enrolled in the general benefit fund, but who were of military age, has had to be suspended. The increase in the membership of the State section had been small, and the number of annual subscribers had shown a decrease. On the other hand, the amount of donations showed an almost corresponding increase. The new scheme for the creation of pensions for the old and sick

was about to be launched, and the committee hoped that it would receive sympathetic support from all those connected with advertising. The financial position of the society was improvingly sound, and the general benefit fund showed an increased balance. The State section also showed quite a considerable addition to reserve funds, and that also was due to the very low rate of sickness. The calls for assistance from the Benevolent Fund had not been so numerous as previously, and in many cases monetary relief was rendered unnecessary by the society's employment bureau finding occupations for the applicants. From the foundation of the society £214 had been given in relief to members, and £917 to non-members.

# THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending February 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

## THE DAILY NEWSPAPERS (COLUMNS)

Date	Times	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1917										
Jan. 23	C. 24½	C. 37½	C. 26	C. 3½	C. 3	C. 1	C. 1½	C. 4	C. 17	C. 10½
24	D. 25	D. 15	D. 5½	D. 5	D. 19½	D. 9½	D. 14	D. 11½	D. 16½	D. 10
25	C. 24½	C. 33½	C. 20½	C. 5	C. 3½	C. 1	C. 2½	C. 5	C. 22½	C. 9
26	D. 28½	D. 15½	D. 7½	D. 6½	D. 19	D. 8½	D. 11	D. 4½	D. 15½	D. 10
27	C. 18½	C. 27½	C. 10½	C. 4½	C. 2½	C. 1½	C. 4½	C. 4	C. 11½	C. 9
28	D. 22½	D. 29½	D. 1½	D. 5½	D. 9½	D. 9	D. 10½	D. 11½	D. 5½	D. 3½
29	C. 16	C. 31½	C. 16	C. 5	C. 2½	C. 2	C. 2	C. 3	C. 12½	C. 14½
30	D. 10½	D. 15½	D. 3½	D. 4½	D. 21½	D. 9½	D. 14	D. 14½	D. 13½	D. 9
31	C. 23	C. 33	C. 19	C. 4½	C. 2½	C. 1½	C. 9	C. 5	D. 17½	D. 8½
Feb. 1	D. 20½	D. 32½	D. 3½	D. 5½	D. 11½	D. 10	D. 12	D. 4½	D. 10½	D. 9½
2	C. 20½	C. 32½	C. 14½	C. 4½	C. 3½	C. 1½	C. 18	C. 4½	D. 14	D. 10½
3	D. 22	D. 31½	D. 15	D. 5½	D. 10½	D. 6½	D. 10	D. 8½	D. 14½	D. 10½
4	C. 20	C. 36	C. 16½	C. 3½	C. 3	C. 1½	D. 26½	C. 3½	D. 20	D. 10½
5	D. 56½	D. 21	D. 5½	D. 11½	D. 20	D. 14	D. 13	D. 13½	D. 12½	D. 12½
6	C. 22	C. 36	C. 23	C. 4	C. 2½	C. 1	D. 16	D. 5	D. 12½	D. 13
7	D. 20½	D. 31½	D. 10½	D. 4½	C. 19½	C. 13½	D. 15½	D. 2	D. 22½	D. 13½
8	C. 25½	C. 32½	C. 17	C. 12½	C. 2½	C. 14	D. 15	D. 1½	D. 23½	D. 13½
9	D. 16	D. 16½	D. 14½	C. 6½	C. 19½	C. 1	D. 15½	D. 3½	D. 16	D. 13
10	C. 23	C. 28	C. 15½	C. 7½	C. 11½	C. 1½	D. 9	D. 4½	D. 8½	D. 7
11	D. 19½	D. 30½	D. 9½	C. 6	C. 3	C. 1½	D. 16½	D. 2	D. 17½	D. 13½
12	C. 21½	C. 36	C. 15½	C. 7	C. 2½	C. 1½	D. 16½	D. 1½	D. 24½	D. 12½
13	D. 16½	D. 20½	D. 24½	C. 6	C. 15	C. 1½	D. 15½	D. 1½	D. 14½	D. 14
14	C. 23½	C. 32½	C. 11	C. 9½	C. 14½	C. 1½	D. 15½	D. 2½	D. 17½	D. 13½
15	D. 33½	D. 26½	D. 13½	C. 9½	C. 23½	C. 1½	D. 29	D. 16½	D. 23½	D. 13½
16	C. 19½	C. 27	C. 15	C. 3½	C. 14	C. 1½	D. 16½	D. 1½	D. 20	D. 10½
17	D. 23½	D. 29½	C. 15½	C. 5½	C. 15	C. 1½	D. 13	D. 4	D. 5½	D. 8
18	C. 20½	C. 30½	C. 14½	C. 3½	C. 13	C. 1½	D. 13½	D. 4½	D. 11½	D. 11
19	D. 22½	D. 39½	C. 3½	C. 10½	C. 15	C. 1½	D. 14½	D. 2½	D. 23½	D. 17½
20	C. 21½	C. 34½	C. 10	C. 5½	C. 15	C. 1½	D. 15½	D. 4½	D. 11½	D. 16½
21	D. 12½	D. 10½	C. 2½	C. 6	C. 13½	C. 9	D. 15½	D. 5	D. 11½	D. 9½
22	C. 29	C. 32½	C. 18½	C. 4½	C. 1½	C. 1	D. 13½	C. 2½	D. 11½	C. 1
Total ...	586½	864½	217	175½	62½	295½	392	350½	408½	283

WIDE OF COLUMNS: Times, 2½ ins.; Telegraph, 2½ ins.; Post, 2½ ins.; Graphic, 2½ ins.; Mail, 2½ ins.; Mirror, 2½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 2½ ins.; Daily Sketch, 2½ ins. LARGEST OF COLUMNS: Times, 2½ ins.; Telegraph, 2½ ins.; Post, 2½ ins.; Graphic, 1½ ins.; Mail, 2½ ins.; Mirror 1½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 19 ins.; Daily Sketch, 13½ ins.

## THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tie-Bite	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917.						
Feb. 1	15½	8	6½	7½	12½	10½
8	13½	8½	7½	7½	12½	16
15	13½	9½	7	8½	12½	11½
22	15½	9½	7½	8	12½	12½
Total ...	58	35	28½	31½	50½	50½

## THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Britisher	Teller	Land & Water	Graphic	Sphere	Field	Punch	Illustrated News	Skeleton	Queen
1917.												
Feb. 1	37	16	25½	16	18½	11½	9½	16	Full	11	16	21
8	34	16	31½	15½	16½	12½	8½	15	Full	11	14½	21
15	34	23	31½	19½	18½	9½	11½	16	Full	10½	16	19
22	31	20	31½	17	16½	11½	9½	17	Full	8½	15½	22
Total	136	75	120	68½	69½	44½	39½	64	60½	41	62½	83

## THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer	Sunday Times	News of the World	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	The Empire
1917.									
Jan. 28	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
Feb. 4	41½	36½	18	13½	14½	13½	18½	23½	14½
11	37½	37½	17½	14½	14½	11	18½	24	15½
18	45	37½	18	14½	14½	10½	22	24	17½
25	41½	39	18½	16	14½	10½	20	24½	128
Total	165½	44½	72	72½	53½	60½	79	95½	47½

WORTH OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins.; London Chronicle, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Dispatch, 2½ ins.; People, 18 ins.; Reynolds's, 2½ ins.

## THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
1917.						
Jan. 23	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
24	11½	5½	8½	10½	8½	11½
25	13½	5½	9½	11½	7½	10½
26	11½	7½	10½	11½	7½	10½
27	11½	9	11½	11½	8½	11½
28	11½	5	11½	11½	7½	11½
29	11½	3½	11½	11½	10½	11½
30	10½	7½	14½	10½	10½	11½
31	10½	4½	9½	10½	7½	11½
Feb. 1	11½	6½	15½	11½	9½	11½
2	10½	10	15½	11½	11½	11½
3	9½	7½	15½	11½	11½	11½
4	11½	2½	15½	11½	11½	11½
5	11½	3½	15½	11½	11½	11½
6	20½	7½	14½	11½	11½	11½
7	20½	6½	11½	9½	9	11½
8	21	10½	18½	13½	22	11½
9	19½	9½	16½	11½	11½	11½
10	20	6½	9½	11½	11½	11½
11	21	8½	11	11½	11½	11½
12	21	12	14	13½	11½	11½
13	20½	12	14	13½	11½	11½
14	21	6½	31½	22	11½	11½
15	23	13½	31½	22	9½	11½
16	11½	11½	16	14½	22	11½
17	12	8	9½	14½	22	11½
18	12	4½	6½	14½	22	11½
19	12	4½	6½	14½	22	11½
20	12½	4½	11½	10½	10	11½
21	11½	9	11½	10½	8	11½
22	12½	3	11½	10	9	11½
Total	395½	47	204½	76½	350½	69
			247½	54½	239½	47½
						297½
						79½

WORTH OF COLUMNS: Evening Standard, 2½ and 3½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 4½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.



## THE POPULAR MONTHLIES—FEBRUARY

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
60	36½	35½	26½	19	20	26½	23½	24½
Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
30	26	16	11	18½	20½	14½	33½	6½

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date		Bristol Times and Mirror			Glasgow Herald			Sheff'd Daily Telegraph			L'pool Post and Mercury		
1916		National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Jan.	23	3	4½	11½	7½	10	10½	7½	6½	6½	4	8	8
	24	2½	4½	12	5	21	20	4	3½	4½	3	9	8½
	25	4½	3½	11½	5½	10½	10	4	5	5	4½	7	6½
	26	2½	3½	11	6	20	12½	2½	3½	4	3	8	12
	27	8½	11	23½	4½	18½	10	13	9½	13	3½	9	5½
	29	2½	4	11½	5	18	23	2½	3½	4½	2	10½	6½
	30	5½	3½	10½	7	10	10½	5	5	5	3	5½	9
	31	5½	4½	9½	5½	24½	20	5½	3½	4½	6½	6½	8
	Feb.	1	3½	3½	10½	4	13	10½	6	3½	5½	4	7
2		6½	2½	10½	5	18½	16	7	3½	4½	5	6	10½
3		6½	11½	21	5	15½	9	4	10½	14½	8	7	7
5		3½	2½	11½	5½	26	14	3	3½	4½	2½	9	7½
6		2½	7	10½	15½	12	10½	8½	3½	6½	16	5½	7½
7		6½	5½	10½	10	24½	16½	11½	3	5	7½	5½	8½
8		8	2½	11½	9	17½	10½	9	3½	6	7	6	6
9		6½	2½	10½	7	20½	16	7	4	4½	6	6½	10
10		5½	12½	21½	2	12½	13	5½	8½	15	1½	7	6
12		5½	2½	11	3	25	17½	3	4½	4½	4½	8½	7½
13		4½	3½	11½	11½	13½	10½	10½	4½	6½	10	6½	8½
14		8½	3½	11½	10½	21	20	8½	3½	4½	9½	5½	8
15		4½	3	11½	23½	10	11	10	4	5	17	5	7½
16		6	3	11	11	19	16	6½	3½	4	8	6	10
17	8½	12½	21	5½	13½	10½	7	8	16	4	7	5½	
19	3	5	12	5	23	19	5½	3½	4½	1	8½	9½	
20	4½	7	11½	8	13½	10½	5½	4½	7	5	5	9½	
21	1½	4	11	7½	25½	16½	12½	3½	4½	2½	6	9	
22	7	3½	9½	4½	10	12	4½	3½	5½	6½	6	6½	
Total ...		136½	138½	340½	199	466½	375½	178½	125½	174½	157½	188½	215½

\* Including Auctions. Size of Columns: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Manchester Guardian*, length, 23 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

## PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
1917.																								
Jan. 23	4	3½	16½	5½	5	4½	5½	7½	5	8	4	7	14½	2½	8½	6½	12½	5	9½	4½	7½	22½	107½	147½
24	4	4	19	4	6½	4½	5	7½	4½	5	5	7½	8½	2½	5½	3½	8½	5½	2½	4½	7½	7½	2½	5½
25	2½	4½	16½	4½	7½	4½	4½	14½	4½	8½	4½	7½	7½	3	5½	6	7½	5½	1½	4½	4½	15½	4½	6½
26	2½	7½	15½	15	9	4½	5½	10½	3½	6½	10	7	7½	28	4	5	19½	5½	14	5½	3½	3	4½	7½
27	2½	1½	8½	15	10	5½	5½	28	6½	4½	4½	7	7½	3½	8½	2	10½	5	5	5	3½	3	4½	6½
28	2½	7½	15	4½	6	4½	4½	7½	6½	4½	4	4	7	3½	5	6	8½	5	13	10½	3½	3	4½	5½
29	4	3½	15½	5½	4½	4½	5½	10½	4½	7	4	7	7½	3½	5	6	10½	5	9½	5	3½	3	4½	5½
30	5½	3½	15½	8	4½	4½	6½	8½	4	2	4½	7	7½	3½	5	7½	9	5	1½	5	3½	3	4½	5½
31	4½	4½	16½	5½	5½	4	11	6½	4	8½	4½	7	7½	3	5	7½	7	1½	1½	6	3	3	4½	5½
Feb. 1	4½	4½	15	15½	8½	4½	4½	8	4½	8½	5	7	7	2½	4½	5	10	5	8	12	15	4	4	5½
2	4½	4½	15	15½	9½	4½	4½	7	18	8	5	7	7	2½	4½	5	10	5	11	12	15	4	4	5½
3	5½	1½	15	11	6½	4½	4½	8	3	8	8½	7	7	2½	4½	5	10	5	11	12	15	4	4	5½
4	5½	1½	15	11	6½	4½	4½	8	3	8	8½	7	7	2½	4½	5	10	5	11	12	15	4	4	5½
5	6½	6	14½	5½	5½	5½	3½	6½	3	3	6	7	7	3½	3½	12½	7	5½	15	9½	15	4½	4½	5½
6	10½	3	15½	14½	4½	4½	10½	10½	5	9½	3	7	7	3½	3	8	8	5½	4	4	13	8	3	5
7	9½	3½	15½	14½	4½	4½	10½	10½	4	8	4	7	7	3½	3	8	8	5½	4	4	13	8	3	5
8	10½	2½	15½	14½	4½	4½	10½	10½	4	8	4	7	7	3½	3	8	8	5½	4	4	13	8	3	5
9	10½	4½	15½	14½	4½	4½	10½	10½	4	8	4	7	7	3½	3	8	8	5½	4	4	13	8	3	5
10	10½	1½	15½	14½	4½	4½	10½	10½	4	8	4	7	7	3½	3	8	8	5½	4	4	13	8	3	5
11	10½	1½	15½	14½	4½	4½	10½	10½	4	8	4	7	7	3½	3	8	8	5½	4	4	13	8	3	5
12	6½	5½	15	5½	7½	5½	5	8½	5	4½	6½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
13	5½	3	16	5	5	5	5	8½	5	4½	6½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
14	5½	3	16	5	5	5	5	8½	5	4½	6½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
15	5½	3	16	5	5	5	5	8½	5	4½	6½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
16	8½	4½	16	6½	5½	4½	11	10	4½	8	5	7	7	3½	3	8	8	5½	4	4	13	8	3	5
17	4½	1½	15½	5	9	4½	4½	17½	9½	1½	3½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
18	4½	1½	15½	5	9	4½	4½	17½	9½	1½	3½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
19	4½	1½	15½	5	9	4½	4½	17½	9½	1½	3½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
20	6½	3½	17	5	7½	5	7	2½	4½	4	5½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
21	4½	3½	18½	4½	4½	4½	4½	4½	4½	3	3	7	7	3½	3	8	8	5½	4	4	13	8	3	5
22	5½	2½	16½	5½	5½	4½	4½	4½	4½	4½	2½	7	7	3½	3	8	8	5½	4	4	13	8	3	5
Total ...	153	102½	410½	185½	169½	132	162½	272½	137½	153	134	192½	324½	86½	148	185½	263	146½	149½	173½	103	222½	107½	147½

Sizes of Columns.—Northern Echo, length 24 ins., width 4½ ins. Sheffield Independent, length 23 ins., width 2½ ins. North Eastern Daily Gazette, length 24 ins., width 2½ ins. Daily Dispatch, length 23 ins., width 2½ ins. Irish Independent, length 22 ins., width 2½ ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22½ ins., width 2½ ins. Yorkshire Telegraph and Star, length front page, 21 ins., inside 23 ins., width 2½ ins.

# *The* ADVERTISING WORLD

LIBRARY  
SPECIAL  
THE GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION

APL. 1917

PRICE 1/-

*The "Advertiser's Weekly" says editorially  
in its issue of March 3rd:*

"Apart from the excellent figures shown by 'PUNCH,' no advertiser would be correctly estimating the value of the 'PUNCH' circulation on an auditor's certificate. Some copies of 'PUNCH' are read by *hundreds* of people."

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London  
E.C. 4.



# **NORTH-EAST LANCASHIRE**

is a thickly-populated industrial territory, whose people possess large wage-earning capacity, and continue busily engaged in cotton manufacturing, coal-mining, and munitions.

It is the chief circulation area of the

## **NORTHERN DAILY TELEGRAPH**

wherein the journal has a larger net sale than the combined net sales of all other daily or weekly newspapers.

A desirable territory so fully covered by a single medium does not frequently obtain, but when the combination is met with the advertising expert need not be reminded that most profitable publicity is afforded.

Head Office :  
BLACKBURN

London Office :  
85 FLEET STREET

## A Subscription to the ADVERTISING WORLD

means something more than paying 2½d. per week for helpful articles and valuable information from successful advertisers. It entitles you to the free services of The Advertising World

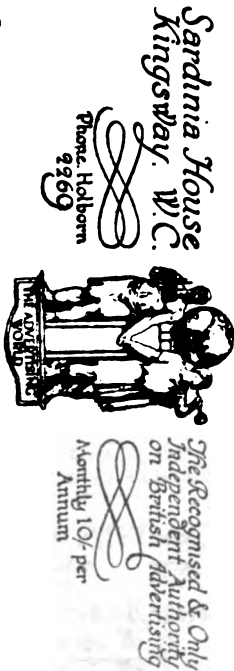
## Information. Bureau

which can tell you where and how to buy anything used in advertising, and will answer any and every question relating to advertising at home or overseas.

## The Professional Bureau

of The Advertising World has found capable men or women for thousands of advertisers. Its services are confidential, and free to employers.

*The* Advertising World  
ESTABLISHED 1901  
A/L/20



To A.W., Limited, LONDON, ENGLAND

Please send THE ADVERTISING WORLD for One Year commencing with \_\_\_\_\_ issue.

Cheque (or Postal Order)\* for 10/- enclosed in payment.

(For Foreign Post, payable by International Money Order, the Subscription is 12/- per Annum.)

Signed \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address at which Copy is to be delivered \_\_\_\_\_

Date \_\_\_\_\_

board

\* Treasury Notes should not be sent unless registered.

21



## **WANTED !**

### **BACK NUMBERS OF *The Advertising World***

We particularly desire to obtain copies of the following issues of "The Advertising World" :

MARCH	...	1917
JANUARY	...	1914
JUNE	...	1907
SEPTEMBER	...	1906
JULY	...	1906

If you have one or more copies of the above numbers, we shall be glad to purchase them at the rate of 1/- each.



### **BOUND VOLUMES OF *The Advertising World***

Strongly and handsomely bound in crimson cloth boards, per vol. **7/6**  
(post free)

THE ADVERTISING WORLD  
SARDINIA HOUSE  
KINGSWAY  
W.C



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

**SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.**

### **PRESS ETCHING CO., LTD.**

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones :  
Holborn 2907-8.

Telegrams :  
" Collotype, London."

## DESIGNS DRAWINGS & BLOCKS

for Labels · Box-tops  
Cartons · Catalogues  
Advertisements

PHOTO BLOCKS  
for Illustrations of all kinds

**GARRATT & ATKINSON**  
*Blockmakers & Artists*      Estab 1894

Warwick Works · EALING  
LONDON · W.5

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes:—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters:

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone: HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

### SITUATIONS WANTED.

#### Advertising and Sales Manager (B. 15)

At present advertising manager to large manufacturing firm. Thorough knowledge of all branches of advertising, especially Railway, Buses, Trams, etc. Age 27. Medically unfit. Salary £400.

#### Advertising & Sales Promotion (B. 27)

Highly qualified to handle the advertising and selling organisation of a big business. Expert in mail-order work. Good general knowledge of food products, toilet specialities, drugs, domestic goods. Age 36. Salary £500.

#### Layout and Copy Man (B. 25)

Has had considerable experience in agency and the advertising department of well known national advertiser. Open to accept position as head copy writer or advertising manager. Salary £350. Free May 24th. Age 28.

#### Assistant Manager or Canvasser (B. 23)

Six years as chief assistant in large London news agency. Thoroughly experienced in all branches of advertising, including financial. Age 26. Salary £3 10s. per week.

### SITUATION VACANT.

#### Advertising Assistant Required

Male or female. One capable, after two or three months' training and experience in the position, of taking full charge of the advertising department of firm dealing in a largely advertised speciality. Box, Assistant, ADVERTISING WORLD.

#### Advertising Manager (B. 10)

Thorough knowledge of business, has handled £50,000 per annum appropriation. £300. Age 32.

#### High Grade Man (B. 19)

Advertising Manager, for 10 years in control of the Advertisement Department of large manufacturing concern with world-wide reputation. Is experienced in Electrical Engineering and Chemistry; has written on technical matters, and done a good deal of literary work for well-known papers. Has expert knowledge of posters, and advertising methods in general. Is open to accept new engagement from June, 1917. Over military age. Salary £800.

#### A £1,000 a Year Man (B. 29)

A thoroughly competent advertising man of proved ability, until quite recently head of a department in the Government Publicity Bureau, is now open to accept another appointment. His work shows marked originality, and is endorsed by some of the best-known advertisers. Has specialised to a certain extent in boot and shoe advertising, and is expert in all branches of printing. Age 34.

#### Advertising Assistant (B. 30)

A travelled business man, with good theoretical knowledge of advertising, would accept low commencing salary in order to obtain practical experience. Ineligible for Military Service. Excellent credentials.

#### Printing Specialist (B. 24)

Knows the art of printing, both theoretical and practical, from A to Z. Is a good salesman, organiser, manager, and has also had many years' experience of all branches of advertising. Age 34. Salary, £250.

The Rate for  
ADVERTISEMENTS  
in  
**CHAMBERS'S JOURNAL**  
is now  
**£15 PER PAGE**  
and pro rata. Minimum 1/16 page

For 85 years CHAMBERS'S has been giving excellent results to those who have a good article to sell.

*A regular advertiser recently wrote :*  
"Our advertising would be a very easy matter if we could find a few more publications so steadily and consistently productive."

*Book your Space for June now.*

**THE ADVERTISEMENT MANAGER,**  
132 Salisbury Square, Fleet St., E.C.

**Indian & Colonial Advertising**  
Expert Advice from Personal knowledge of Markets and 60 years' experience.  
WRITE FOR PARTICULARS.  
D. J. KEYMER & CO.  
8 WHITEFRIARS STREET, LONDON.  
Telephone No.: 6310 Holborn.

**ADVERTISING COUNSEL**

**Wanted to Purchase for Cash**

Copyrights or publishing rights  
and stock of secondary educational,  
technical or Medical Books.

Full particulars with specimen copies to J. Hutchinson, Chartered Accountant, 6, Holborn Viaduct, E.C.

We can open up for you the Great Market of  
**"GERMAN-FREE" RUSSIA**  
at a minimum cost with maximum  
results by means of our

**Efficient & Economical  
Advertising Service.**

**The RUSSIAN  
ADVERTISING AGENCY Ltd.**  
**359 STRAND, LONDON**  
*Tel. Gerrard 2357.*

**DESIGNS  
THAT TALK  
PRODUCED BY  
CATTELL STUDIO**

State your requirements.  
We will submit original  
ideas in pencil or in  
colour at a nominal cost

**OUR SERVICE IS  
YOUR SERVICE**

**CATTELL STUDIO**

**Designers, Fashion  
Artists, Photographers,  
and Engravers.**

**131 FLEET STREET, LONDON, E.C.**

Manager: Wallis F. J. Cattell. Telephone: City 8621

Monthly d. **2 LONDON TIME-TABLE 2** d. Monthly  
600 pages **AND RED RAIL GUIDE (ABC)** 600 pages  
**FITS THE POCKET IN SIZE AND PRICE**

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features — Steamship Guide, Buyers' Guide, Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

**General Offices: Hampden House, 3 Kingsway, London, W.C.**

# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

APRIL, 1917

## CONTENTS

	PAGE		PAGE
En Passant:		Overseas Advertising ... ..	342
Hail Columbia! ... ..	297	Sir Wm. Clarke on "How the Govern- ment Helps Trade," at the Aldwych Club ... ..	346
On Making "Orders" ... ..	298	The Printing Arts Studio ... ..	348
More Information Wanted ... ..	299	Messrs. Siviter Smith's New Premises	350
The Suppression of Contents Bills	300	Irish Notes ... ..	352
Single-sheet Posters ... ..	301	In the Provinces ... ..	354
Friendly Criticism—Mr. Selfridge on Business Organisation ... ..	301	Subscribers' Advertising ... ..	357
Our Missing Portrait ... ..	303	Business Going Out ... ..	357
Various and Sundry ... ..	304	Company Meetings and Reports ...	358
The Association of British Advertising Agents registered as a Company ...	308	Changes in the Advertising Field ...	359
A Direct Appeal to the Retailer— The Frazerton Apron ... ..	309	Items of Interest ... ..	360
"To Pessimistic Agents"—Letter from Mr. E. H. Reeves ... ..	316	Notes on Media ... ..	361
A Critic on the Hearth—Mr. Grimaldi on Agency Work ... ..	318	Mr. Chairman and Gentlemen:	
An Educational Campaign—The Scholl Manufacturing Co.... ..	322	The Paper Restriction Order— Meeting of Printers and Advertis- ing Men ... ..	362
The Advertising Man's Library— The Modern Boot and Shoe Maker and Messrs. Mitchell's Newspaper Press Directory ... ..	328	Sales Managers' Association ...	363
A Fine Printing Display ... ..	328	Aldwych Club Debating Circle ...	363
Current Advertising ... ..	330	Association of Advertisement Mana- gers—Annual Meeting ... ..	364
Bill-Posting and the Restrictions—By Mr. Arthur Northam ... ..	340	National Advertising Society—An- nual Meeting ... ..	364
		Volume of Advertising ... ..	365

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

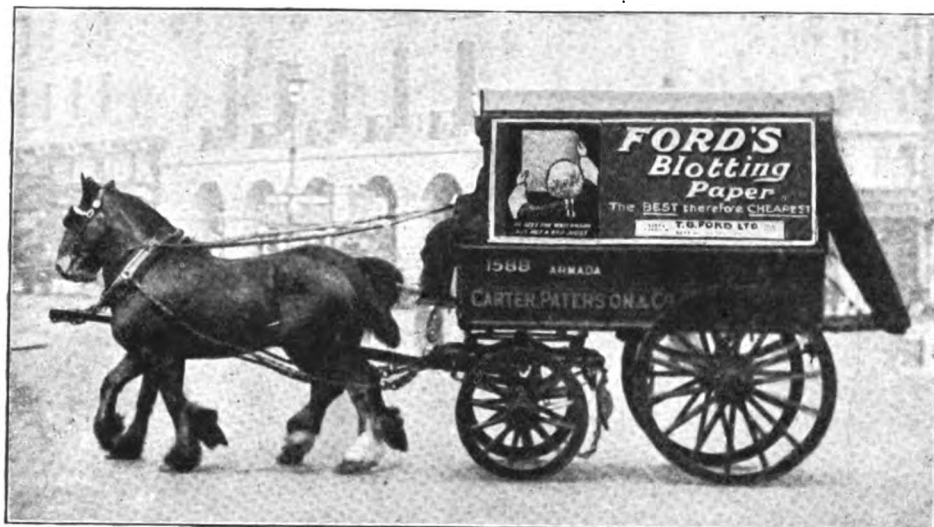
LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: 'PHONE: 2269 HOLBORN  
ADVERWARLD, HOLB. LONDON.

Cables:  
ADVERWARLD, LONDON



## A SPECIAL OPPORTUNITY



**A** special opportunity to secure **400 Van Advertising Spaces** in **32 important Provincial Towns**, and **500 in London** and surrounding areas, **at an exceptionally low rate**, inclusive of posters in colours and maintenance, is open to enterprising advertisers **from now to August 31st next**. The posters are within the limits prescribed by Government regulations, and their exhibition on these vans is permissible for proprietary articles.

*For terms and particulars apply to :*

### J. WEINER

**32 Shaftesbury Avenue, Piccadilly Circus, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.

Full size poster sketches in colours free of charge.

Telephone : 1128 Gerrard.

Telegrams : "Lithoprint, Piccy, London."

# The A.W. Information Bureau



This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.



## Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

---

## A few of the Questions answered this month.

### 1. FROM A LARGE INSURANCE COMPANY.

Particulars as to how to run a national advertising campaign and an approximate estimate of the cost.

### 2. FROM AN ADVERTISING AGENT.

Has an agency any claim to copyright on advertisements prepared by the agency and used without its permission by the client in papers with which said client is dealing direct ?

### 3. FROM VARIOUS SUBSCRIBERS.

We have received many inquiries as to whether we have had any reply to our deputation to the Engravers' Federation.

(Continued on next page)



A few of the Questions answered  
this Month.—*Continued.*

**4. FROM A NEW ZEALAND IMPORTER.**

A request to be put in touch with a firm producing advertising Memo. Books and Pocket Diaries.

**5. FROM A MERCHANT.**

Information as to whom to approach re the marketing in the Colonies of a cheap fountain pen.

**6. FROM A FOREIGN AGENCY.**

Information as to which agencies in this country publish Press Directories.

**7. FROM A PROVINCIAL PAPER.**

Name of an agency that can supply details of local wills to the Provincial Press.

**8. FROM A PROVINCIAL ADVERTISING SPECIALIST.**

To be put in touch with a firm of photographers who could undertake regular outdoor commissions in the London District.

**9. FROM A LARGE PROVINCIAL TAILOR.**

A request for an artist who could do good line work in fashion drawing.

**10. FROM A FOREIGN FILM COMPANY.**

The price of a certain film and where it could be obtained.

**11. FROM A PROVINCIAL PUBLISHING HOUSE.**

Where to obtain a small ready-reckoner for calculating travellers' and agency commissions.

**12. FROM THE PUBLISHER OF A WELL-KNOWN BUSINESS MAGAZINE.**

The name of a thoroughly competent agent who could handle the whole of the publicity for a large American manufacturing concern who are, in the near future, placing their goods on the English market.

If you seek information on any subjects similar to the above, write to us and we will give it gladly.



## Strength & Beauty

in your advertising are elements of the utmost importance. In simplicity lies the greatest strength. And simplicity results from a process of elimination—not addition. Beauty lies in the method of presentation and treatment. The harmonious whole can only be achieved by specialists—men who know what to leave in and what to take out.

Our writers are men who have learned from years of advertising experience what to say and what to leave unsaid in appealing to the buying public. Our artists create effective and compelling illustrations because they understand the processes of reproduction—which often demand elimination of detail.

The services of both are entirely at your disposal. We will call by appointment at any time to discuss your plans, consider your problems, and offer suggestions for the betterment of your advertising.

*Will you allow us to send you a copy of the new edition of our successful Brochure?*

## P.A. Advertising Service

F. J. Lawes S. J. Crockford W. C. Thorn  
"EVERYTHING IN ADVERTISING"

10 & 11 Lincoln's Inn Fields  
Kingsway, London, W.C.

An Agency that can hold the confidence of its clients during the most problematical period in history proves the value of its service up to the hilt

**D**URING the War there have been many problems which have faced some of our clients—problems that have directly governed their publicity schemes.

Each has been tackled as it arose, and each has been brought to a successful conclusion.

To-day we hold the confidence of all our pre-war clients, and since 1914 have secured many new ones.

Two big Advertisers are instructing us to plan their campaigns for the future. They rely upon our judgment, by what we have done, and by what we are doing for them now.

Will you let us lay some plans before you?





## HAIL COLUMBIA !



E of the advertising fraternity maintain unusually close relations with our fellow-craftsmen in the United States of America ; and it is with more than common satisfaction that we hail the entrance of the American Republic into the ranks of the nations fighting for right against might.

It would have been an abiding grief to us if those related to us by more than blood-brotherhood, by the splendid heritage of inspiration and tradition that is the common property of all English-speaking peoples, had stood apart while we were engaged in a life and death struggle to maintain the sovereignty and sanctity of those ideals which are as sacred to them as they are to ourselves.

However cordial our relations might have been with the U.S.A. in the days to come there would have lingered in the background of our memories the feeling that in the hour of trial the great demo-

crazy of the West had failed to live up to its high profession as one of the pre-eminent world guardians of human liberty and justice.

Now all danger of such a disastrous disturbance of our spiritual relations with our kindred overseas is past; and what might easily have become the cause of an ever extending line of cleavage has become the assurance of indestructible union.

"I rejoice," said the Premier the other day, "in the knowledge that America is going to win her right to be at the conference table when the terms of peace are being discussed. That conference will settle the destiny of nations, the course of human life, for God knows how many ages. It would have been a tragedy, a tragedy for mankind, if America had not been there."

Mr. Lloyd George only said what all of us are thinking. The United States, whether as belligerent or neutral, must necessarily have been one of the most important parties to any durable peace that could be contrived. Whatever decisions are come to when the Peace Conference meets must gain enormously in authority and stability if they are backed by America.

It is very much to the good that American influence upon the settlement will be exerted by a principal rather than by an interested outsider: for, to put it at the lowest, many possibilities of most undesirable friction will be thereby avoided, while assurance of a peace built upon solid foundations will be rendered doubly secure.

## ON MAKING "ORDERS"



THE committee which is in charge of the negotiations for securing some modification of the Order restricting poster and postal advertising has been proceeding with energy and despatch. It has obtained some important concessions from the Board of Trade, and there is still hope that it will obtain some further recognition of its views.

The deputation that waited on the President of the Board of Trade made, we are told, "a distinct impression" upon that dignitary. According to *The Pall Mall Gazette*, he expressed himself as "greatly surprised that his own Order should have the far-reaching effect on trade which was represented to him."

According to our own information this is not quite a strictly correct record of Sir Albert Stanley's words, but those who were present are agreed that it fairly represents his attitude.

\* Surely, if anything were needed to justify the agitation against the terms of the Order it could here be found. One of the business men of our Government light-heartedly, of course, with the best intentions, throws a stone into the centre of trade waters, and is astonished at the wide-circling ripples which result. A little reflection might have saved his astonishment and, perhaps, have prevented the disturbance.

Any Minister who is, indeed, "greatly surprised" by the effect of such an Order as that here in question ought not to be in a position

to issue it. He could obtain all the information required for an intelligent anticipation of the results of his actions without difficulty. Two or three ordinary newspaper reporters could get it for him in a few hours. They do, in fact, get it within one hour or two of the publication of any new Order in the interests of the papers they serve : but by that time a great deal of mischief has very often been done.

And an Order once made, its originator's disposition is not unnaturally to maintain it. It is a fact accomplished, and as such is buttressed by all the dead weight of official inertia ; any considerable modification of it is a confession that it was ill-conceived ; and inconvenient opposition to it can easily be stigmatised as unpatriotic.

Too great readiness to blame our heavily-burdened Governmental chiefs for making mistakes is much to be deprecated. Their greatest bar to their public usefulness to-day would be such a fear of making mistakes as might paralyse their initiative. But they may reasonably be asked not to fall into such errors of judgment as the most elementary prudence would avoid.

## MORE INFORMATION WANTED



THE speech of Sir Albert Stanley, at the annual meeting of the Association of Chambers of Commerce gave some indication of official activity in preparing for the trading conditions that will have to be met when the war has been fought to a finish ; but it did not go very far.

As it appears, the principal part of the constructive policy favoured is the organisation of a " British Trade Corporation " which is to be at once independent and dependent in its relations with the Government. The Government is to give the Corporation " support and encouragement," but does not propose to undertake its direction and control.

This is scarcely an arrangement that promises to work with success. If the Government is to afford the material " support and encouragement " that alone can enable the new body to operate with effect we cannot see how it can avoid assuming responsibility for the manner in which its assistance is turned to account.

What powers are to be given to the Corporation were only very roughly outlined. It is to establish a credit banking system which will permit commercial enterprise to find much more ready financial assistance than is forthcoming at present, and a commercial information bureau and intelligence department of, presumably, a highly improved character are to be leading features of its machinery.

So far, good ! We should like to know, however, what relations it is proposed to institute between the Corporation and the Board of Trade ; whether it is to obtain, analyse, collate and circulate information from British consular officials overseas ; if it is itself to undertake any propagandist work on behalf of British trade in foreign markets ; and something about the nature of its governing Board.

The scheme proposed may include an admirable settlement of all the awkward problems suggested, and of many others equally forward in presenting themselves. We trust so. In any case the sooner its details are laid open to the commercial community the better.

Above all, we hope that the President of the Board of Trade and everyone else concerned will "get on with it" without delay : which does not at all mean that they should take action upon insufficient information.

Let them formulate their plan in detail, and submit it to free criticism before going on with it. It is easier to modify a plan than to reconstruct a building, and it saves time.

There is no time now to waste upon the discussion of vague generalities or in the making of foolish mistakes. Therefore the detailed design of the proposed British Trade Corporation should be laid on the table at once. If it is not ready it ought to be.

## THE SUPPRESSION OF CONTENTS BILLS



Our admirably conducted contemporary, *The Newspaper World*, Mr. J. S. Elias, of *John Bull*, etc., writes with eloquent indignation on the suppression of the newspaper contents bill. He scouts the idea that this arbitrary action has any connection with paper economy.

"The poster," he says, "may be ever so attractive, you cannot sell more copies than you can print—your ration is your restriction.

The denial of the poster simply interferes with a public need and is of the nature of fussy interference in the newspaper business. If the use of the poster increases sales—and I have yet to learn that the authorities are prepared to class journalism with 'the drink traffic'—then the newspaper and newspaper proprietor, closely restricted as to quantity of paper, would reduce size. Surely that is a matter between his public and himself. To-day some newspapers are actually increasing size and claiming a desire to reduce circulation. Very well, that is their affair. If others prefer the influence of power which circulation offers while reducing pages, surely that is equally their affair.

"Ration the journals of the country, of course. We know that this is imperative, and all of us gladly acquiesce and willingly co-operate in any measures which are necessary for the successful conduct of the war. But don't seek by such ill-considered means as the poster embargo to deny to the public a quick and ready source of news, a splendid means of keeping the public mind informed and the public heart confident."

The argument here put forward seems to us unanswerable. It is undoubtedly the duty of the Government to control and regulate supplies in times of exceptional scarcity ; it is no part of its function to tinker with details of a trade machinery beyond its understanding.



## SINGLE-SHEET POSTERS\*



It is not impossible that before these words are in print the restrictions upon poster advertising will have been in some measure tempered to the needs of those whom they afflict; but, meanwhile, it may not be amiss to observe that the "double-crown bill" is no despicable engine of outdoor publicity.

Doubtless only increased quality can make up for decreased quantity; and a "double-crown" to be effective must be more striking in design than a "sixteen-sheet"; but of late years our best commercial artists have always been able and willing to supply more original and arresting designs than the majority of advertisers would permit themselves to use.

Now that the only poster permissible is the single-sheet unit, those advertisers who are wise enough to continue their outdoor advertising might do worse than try to ascertain what idea and ingenuity can do to compensate for lack of size. They cannot use the sledge-hammer blow, of which they were always so over-fond; but the power of the penetrating point is still at their command.

That small posters can produce precisely the same effect as large ones we are not so foolish as to assert. Size is a factor that must always remain of the first importance in all outdoor poster advertising. But what the large poster can undoubtedly do in one way the small poster may be made to do in another.

The single-sheet poster presents problems of its own that many poster advertisers have never yet had occasion seriously to consider. They can be solved, with the help of artists of ability and commercial experience, in a manner which advertisers would find highly satisfactory.

## FRIENDLY CRITICISM



In an Address on "Business Organisation," recently given in the Gresham College Hall before the members of the Insurance Institute of London, Mr. H. Gordon Selfridge made a few remarks concerning some characteristic shortcomings of British business men that deserve a wider publicity than they have as yet received.

It is only fair to say that in making them he paid a very warm tribute to the general policy and practice of those whom he criticised, and that he claimed to express no more than honest personal impressions.

He first referred to a prevalent excess of conservatism, "the conservatism which abhorred all change, which looked upon the line of least resistance as its policy, which adopted the rule—'What was good enough for our grandfathers is good enough for us,' and described it as 'the enemy of progress and of development in business and all other enterprise.'"

---

\* *Four-sheet posters are now permitted*

He next indicted a self-satisfaction "that seemed to him to be creeping over London even more than it did in America, where competition was much stronger than it was here, much more aggressive and much more difficult." But the most serious charges which he brought against British business men were too dominating a desire to secure immediate profit and "hesitancy in scrapping."

Speaking of the former, he noted that "the German went to South America or some other country; he looked very fully over the whole ground, he discovered the customer whom he wished to get; he approached the merchant and was prepared to sell to him at almost any price—at less than cost, perhaps—he did not care a snap of the finger for immediate profit so long as he secured him as a future customer. On the other hand, the British representative from London who went on a similar errand, if he saw that there was no immediate profit in the transaction, turned it down at once. In that way their competitors had often obtained a foothold in foreign markets where, if our desire for immediate profit had not existed, it would have been very much harder for them to have stepped in and taken the trade. He discovered that desire in the course of his business life in London, and but for it the task of starting his business in Oxford Street would have been very much less easy than it was."

He was still more emphatic in dealing with the British business man's "hesitancy in scrapping ideas as well as hesitancy in scrapping machinery—the desire to make a thing last as long as it could, when really it might be thrown away and the profit of the few weeks or few months lost might be made up many times over a little later."

"New methods, of course, should not be adopted carelessly and without thought. They should be adopted with caution in order that the advantage of adopting them should be more than was to be gained by retaining the old methods. But, unfortunately, there was a sort of conservatism abroad which too often said: 'Really, there is a certain amount of work in adopting new methods; it means a certain amount of effort; why not let the thing go as it is?' He did not know whether they had ever realised that they only had about 8,000 minutes a week in which to do their work. Whatever method could be adopted which would make these minutes a little fuller in any one department over which they exercised control, and which could give them a greater result for the same effort and in the same time, was worth striving for. If any new method could be shown to be one step forward, it should be adopted. In Oxford Street, where he spent a certain amount of time every day, he was never happier than when they discovered some new method which wiped away some old one, which destroyed some old precedent and which proved some old tradition to have rested on no foundation. They were iconoclasts from start to finish."

Few of us who are not altogether blinded by the self-satisfaction which Mr. Selfridge has set down as one of our besetting sins, will deny that there is much justification for his frank and friendly criticisms.

At least we will admit that they would have been more than justified until a very short time ago. The searching experiences of the past thirty-two months have certainly knocked out of us a great

deal of our ultra-conservatism, our self-satisfaction, and our "hesitancy in scrapping," and the war has taught us in terms that are burnt into our brains that a desire for immediate profit may lead to the most dreadful disaster.

The lessons we have learnt during war-time have been impressed upon us far too deeply to be forgotten, when, in the time that is coming, peace introduces us to a world almost as strange and startling as we have found the world of war.

We dare not say that we are altogether purged of the sins of omission and commission that Mr. Selfridge has laid to our charge; but we can without any unworthy complacency declare that we were never in better mood to be rid of them.

## OUR MISSING PORTRAIT



E have to apologise to our readers for the omission of our usual portrait plate this month. Our portraitist-in-chief, Mr. Tom Purvis, has temporarily forsaken the brush for the rifle, and no sooner had we made arrangements with another artist to undertake the work for the time being than he also found himself called upon to "join up."

So our friends must take the loss of a portrait plate as one of the minor deprivations of war time.

Next month we hope to resume our series of portraits. At the moment we are in search of a first-class portrait artist under sixteen or over sixty, so that we may make forward plans with some security.

## PENSIONS FOR ADVERTISING MEN.

SIR GEORGE RIDDELL, speaking at the annual meeting of the National Advertising Society, as reported in another part of this issue, commended to the members the pension scheme recently instituted for their benefit. We have pleasure in following the example set by Sir George, and are glad to do our part to help so good a cause. In our January issue we directed attention to the scheme, but since that time the project has been further developed.

In the folder which the Committee have issued the advantages to be derived from joining the pension scheme are clearly set forth, and they may be summarised as follows:—

Financial help for yourself, widow or children in case of temporary adversity. Eligibility for pension for self, or widow, in old age. Facilities for the use of hospitals, sanatoria or convalescent homes. Free use of the society's employment bureau, and a vote or votes in the half-yearly election of pensioners (who may be friends to whom you would like to give assistance).

Amid the chances and changes of this mortal life the future of all of us is proverbially uncertain and none of us knows what a day may bring forth. Therefore all advertising men and women should make provision for that future, which we trust may be prosperous, but may be quite the reverse. There cannot be an advertising man who has attained to middle age who does not recall at least one or two cases in which colleagues who had seemed so prosperous have found themselves in absolute want, or died and left widow and children unprovided for. In such cases the pension scheme will in future be invaluable, but the men and women of our calling must join it and not stay outside.

## VARIOUS AND SUNDRY

“The world is so full of a number of things.”—*Robert Louis Stevenson.*

### “National Service” on the Hoardings.

“National Service” posters have been spreading a yellow rash over town and countryside. The most unobservant could not fail to see them, for the spots of colour they made assailed the eye with irresistible force. That is to say, the posters did their duty admirably, and I am convinced their effect would have been all that could be desired had they been backed by definite demands and undertakings from the National Service Department. All the Department could do, however, was to invite all and sundry to sign away the last shadow of liberty of action for no particular purpose, and without any assurance of even a “living wage”

in return. No advertising can sell goods of this description to ordinary men and women.

I was somewhat surprised, by the way, to see that such a violent pictorial illustration of Mr. Neville Chamberlain’s “Blow straight between the eyes” speech was permitted by a Government department. I should have supposed that it would have been considered much too undignified to be in any way associated with official advertising. However it got through, it went to the making of a strong poster, and placed one more mark to the credit of the ubiquitous Mr. Septimus E. Scott, the artist responsible for it.

✱

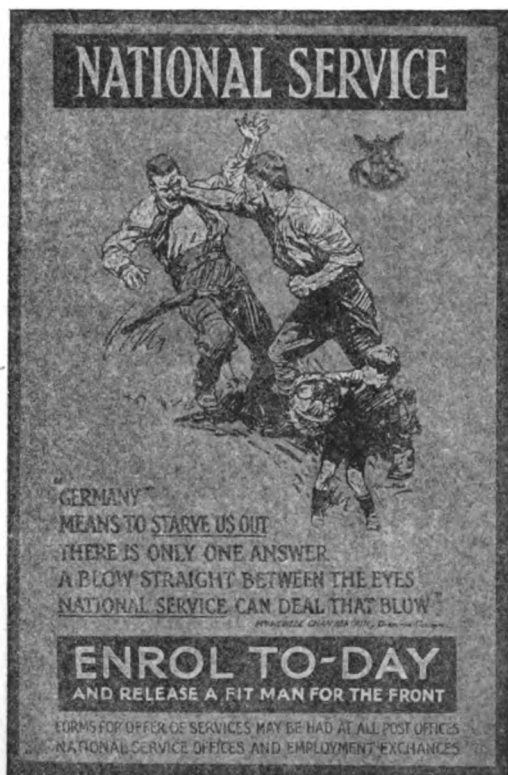
### National Publicity.

Nothing further has been heard of the proposed National Publicity Department which was recently being very extensively discussed. I hope the Government have not classed it among those things that can conveniently be “left over” for the time being. It is urgently necessary that such a department, or its equivalent, should be in full working order at the earliest possible moment. There will be a vast amount of preliminary work to be done before it is in a position to direct national advertising and to assist British commerce in an efficient manner, and this should be put in hand without delay. No doubt it could much more easily be undertaken after the war, but by then much vitally important time and numberless irrecoverable opportunities will have been lost.

✱

### Fly-Papers?

“It will be interesting,” says *Truth*, “to see whether the suppression of postal advertising is followed by an eruption of newspaper advertising by the predatory



**DECIDEDLY STRIKING**

*Reproduced by kind permission of "The Sphere."*

classes. Some well-known and otherwise respectable papers still allow moneylending and other traps for the inexperienced and the imprudent to be set in their columns. The practice has always been a disgrace to the Press, and now that we have a censorship it might usefully be extended in this direction."

✱

### Concentrated Copy Writing.

In referring to the temporary suppression of newspaper contents bills, *The Liverpool Courier* notes that "the successful maker of contents bills had to have the eye of an artist and the literary gifts of a first-rate inventor of epigrams. He had to express a big idea in the fewest possible lines, and he had to find short words because long ones could only be used in less significant and striking type. He had to visualise the effect of the placard before it was printed. The brief, bright, and brotherly bill was his constant aim. And he generally hit it, though sometimes he shot too far."

✱

### Stock Exchange Advertising.

The question of advertising by members of the Stock Exchange is again being discussed, and I learn that it will be one of the questions which the new Committee will be invited to consider. The real decision rests, however, with the proprietors and not with the Committee, though, says *The City John Bull*, the latter could give power to individuals to spend money on advertising. Commenting on the subject the paper named says: "Probably most members (of the Stock Exchange) would agree that more might be done in this direction and that a bolder advertising of the Stock Exchanges would do good in the way of attracting business, of which part, at all events, now goes to other institutions not so coy in publishing their facilities for dealing in securities."

### A Fine Art.

Dr. William Carl, an American organist, has brought the science of advertising for musicians and the like to a fine art. Witness the advice which



ANOTHER "BRANGWYN" POSTER.

Reproduced by kind permission of "The Sphere."

he has given as to how it should be done: "Set aside a portion of each day in which to work out plans necessary to keep yourself before the public in a dignified manner. Sensational advertising will avail you nothing. Systematic work with attention to the minutest details is essential. Remember that the successful artist to-day is also a good business man. You may be talented, but the public must know it. Make your start in advertising, however small, but make it. As soon as your business increases, turn a proportionate amount of your earnings back into advertising. A follow up system is necessary." If Dr. Carl is as proficient

as an organist as he is as an advertiser he is a great musician.

### Business-Building.

The fruit growers of California afford one of the most outstanding examples of the virtues of co-operative advertising. Within a very short space of time after they "got together" they succeeded in creating a vastly extended market for their product, in securing increased and standardised prices and a steady demand, and in reducing distribution expenses to a minimum. The means by which all this was done was, of course, advertising — conducted systematically and with imagination upon a large scale. The quality of the advertisements issued has throughout been admirable, and it is not in the least surprising that they brought such immediate and gratifying results. One of the very best of a splendid series is reproduced on this page, from a two-colour—black and yellow—original. It is a business-builder, if ever there was one.

### No "Returns."

The general abolition of newspaper "returns" from May 1st is a step that might well have been taken some time ago. It is not an easy matter to upset a practice which has for so long been part of the machinery of an entire trade; but in the circumstances the "returns" system was obviously one of the things that ought to go. As far as the more important newspapers are concerned "returns" have for some time past been reduced to a very small percentage: but the percentage received

until lately by the publishers of some well-known periodicals would have astonished advertisers attracted to them by inflated "circulation" figures. Under the new rule advertisers will at least be able to base their ideas of media value upon clean figures; that is if they insist upon a disclosure of sales statistics, as they should do, more than ever in these revolutionary times.

### Misdirected Advertising.

Some people have curious ideas of advertising. There is a certain company which owns many big blocks of offices in central London, and these offices are furnished with lifts. Whenever the lifts are out of order, or for some reason not working, a notice is hung on them—  
"—— Co., Ltd., engineers." This means, though not

very obviously, that the lifts are not working. When the lifts are working and the Company might fairly desire to call attention to themselves as their constructors not a word is said on the subject. Directly, however, they are out of order the company advertise themselves as their makers. So the callers at the offices who have to climb the stairs come to associate the name of the company with a lift that will not work!

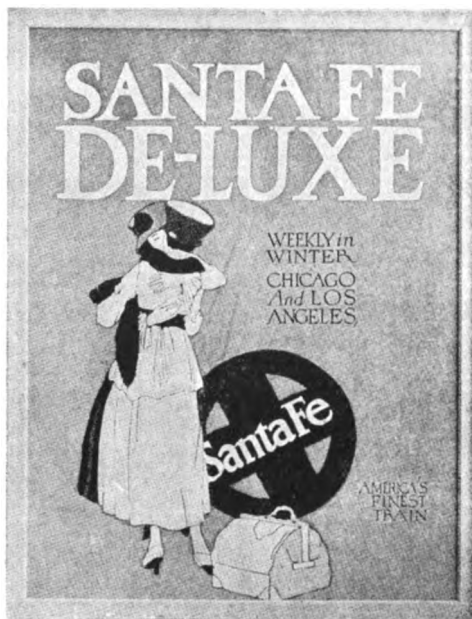
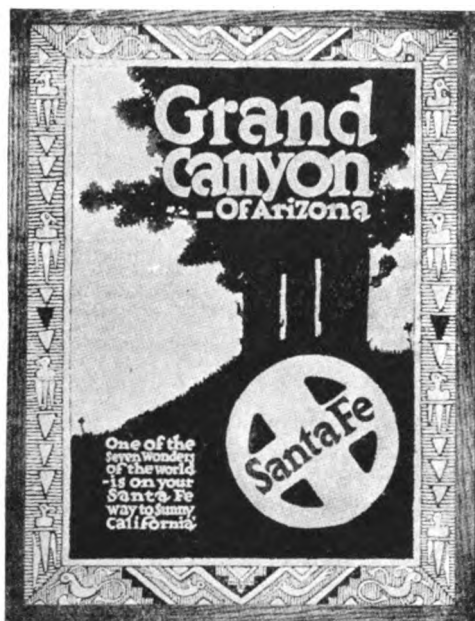
### The Charlie Chaplin Craze.

The latest phase of the Charlie Chaplin craze comes—as might be expected—from the States, where an order has been issued for the retiring of all motor cars belonging to the Mutual Film Corporation with a specially constructed non-skid tyre which will write the name of Charlie Chaplin in the dust or mud, three times for each



ADMIRABLE IN IDEA  
AND TREATMENT





By Courtesy of "The Poster."

#### TWO DISTINGUISHED POSTERS FROM THE U.S.A

wheel revolution. Between the imprints of the name will be the unmistakable footprints of the comedian. These tyres will be used on the back wheels of the cars and will imprint the name 81,698 times for every tyre mile the car travels. I can only hope that the corporation possesses very few cars and that the impressions they make may be of extremely brief duration. The idea is ingenious, but the result achieved is likely to be extremely irritating to the general public.



#### Excellent Railway Advertising.

Two first-class railway posters from America are reproduced herewith, though we have to lament even more than usual in such cases the injustice that a black-and-white rendering necessarily does to coloured originals. The manner in which the symbol of the advertisers is given all possible prominence without any detriment to the design will be noted, and also the distinctive and appropriate border of the "Grand Canyon" poster. Such advertisements as these are a delight to the eye, and railway companies have exceptional opportunities for presenting them

to us; not more for our pleasure than their advantage.



#### A Curiosity in Journalism.

I am indebted to Mr. Arthur B. Ward, formerly of the advertising staff of *Public Opinion*, and now on a warship in the North Sea, for the opportunity to peruse what is really a curiosity of modern journalism. It is a copy of the "special forenoon edition" of *The Orkney Herald*, and the single sheet, printed on one side only, measures  $7\frac{1}{2}$  by  $10\frac{1}{2}$  inches. The first impression I gathered on seeing it was that it was some literary curiosity of the eighteenth century, but it was quite a recent production. Devoted exclusively to war news, with no advertisements, its advertisement manager, if such there be, has little scope for the exercise of his talents. Frequently two editions a day are published.

Mr. Ward must have had a pretty rough time cruising in the North Sea during the bitter weather of the past few months, and advertising men thank him for the service he has rendered to the country as one of their watchdogs.

### Advertising Misused.

An illustration of the way in which advertisements may be used to effect what seems to be a very serious fraud has just been brought to light. Some weeks ago an advertisement appeared in the agricultural papers stating that a Newcastle-on-Tyne firm could supply various kinds of seed potatoes, cash to be sent with order. Remittances came to hand to the extent of thousands of pounds, and then the attention of the Sunderland Official Receiver happened to be drawn to the matter. He is said to have discovered that the principal of the firm was an undischarged bankrupt. But this individual seems to have got wind of the fact that the bankruptcy official was displaying an interest in him, so he drew between £6,000 and £7,000 from his bank and disappeared. Happily, the Official Receiver managed to secure about £2,000, and since then over £3,000 has come in for the potatoes. All of which goes to show that a man, unburdened with scruples, can make a lot of money by advertising if he does it cleverly. It is not only the honest men who make advertising pay.

### Poster Concessions.

I note that with reference to the Paper Restriction Order the Paper Commission announce some important concessions. They state that they have been authorised by the Board of Trade to extend by general licence until further notice the period (which otherwise would end on April 21st) during which it will be lawful: (a) To complete the production of posters ordered and already commenced before March 3rd; (b) to exhibit posters with respect to goods offered for sale by retailers, the production of which was ordered and commenced before March 3rd; (c) to distribute through the post or otherwise tradesmen's catalogues, price lists, and circulars, the production of which was ordered and commenced before March 3rd.

The licence also extends until further notice the size of posters, which may be made from 600 to 2,400 square inches.

### An Important Step.

Just as the paper is going to press

there comes news of an important development in connection with the advertising agents' combine to which reference has more than once been made in the columns of THE ADVERTISING WORLD. It is that the Association of British Advertising Agents has just been registered at Somerset House as a company limited by guarantee. The objects for which it is established are thus described: "To promote the interest of British advertising agents, to promote and oppose legislation, to publish newspapers, reports, books, and leaflets."

The first members of the committee are: Mr. P. de Gylpyn Benson (gov. dir. of Messrs. S. H. Benson, Ltd.), Mr. L. O. Johnson (gov. dir. of Messrs. C. Mitchell & Co.), Mr. L. Harwood (dir. of Messrs. P. C. Burton & Co.), Mr. H. O. Crowther (dir. of Messrs. Mather & Crowther, Ltd.), Mr. F. E. Potter (gov. dir. of Messrs. Fredk. E. Potter, Ltd.), Mr. W. Jeffrey (dir. of Messrs. Sells, Ltd.), Mr. P. T. N. Smith (principal dir. of Messrs. G. Smith's Advertising Agency, Ltd.), Mr. G. J. Orange (mang. dir. of Messrs. Spottiswoode, Dixon & Hunting, Ltd.), Mr. L. G. Jackson (dir. of Messrs. G. Street & Co., Ltd.), and Mr. H. E. Morgan (controller Messrs. W. H. Smith & Son).

### A Cheery Reminder.

In one of his always stimulating leaderettes, the editor of *The Saturday Evening Post* makes a welcome correction of an idea that is very much beloved by the pessimist. "It is often said the belligerents are mortgaging the future. But they are not spending the future; because that is impossible. The only thing that can possibly be spent is a dollar in hand at the present moment. So whatever England spends is money that Englishmen have in hand now. The nation is poorer because the money might have been invested in productive enterprises instead of being dissipated in war; but the power to produce is as great as it was before. It simply hasn't been increased as it should have been." The outlook is, in fact, nothing like so black as our Jeremiahs paint it. This will no doubt be an additional grief to them, but it cannot be helped.

THOTH.

## A DIRECT APPEAL TO THE RETAILER



### How an Irish Manufacturing House has succeeded in creating a Market for Branded Aprons.

BEFORE MESSRS. FRAZER & HAUGHTON, LTD., decided upon the policy that has determined the method and matter of their advertising in the campaign under notice, they had to do some serious thinking. They did not make the mistake of commencing operations before they had before them a clear and reasoned plan; and they were wise enough to call into consultation an advertising man of varied experience and proven ability.

The first decision was to give a brand-name to the aprons that were in this instance "the goods." A brand-name or mark is more readily recognised by the purchasing public as a guarantee of quality and value when applied to a specific article than when it is used indiscriminately for the whole range of products of a particular manufacturer. So there came into existence the "Frazerton" aprons.

How were they to be put upon the market?

There were the wholesalers in the drapery trade occupying a very powerful position as the established supply depôts of retail drapers. There were the retail drapers, as a body, not at all anxious to handle any new branded article without remarkably good cause shown. There was the purchasing public, well content, as it always is, to buy what it was always accustomed to buy, and very much inclined to view anything novel with suspicion. These were the principal factors to be considered.

After studying the problem from every conceivable aspect it seemed to our apron-vendors that the retail drapers held the key to its solution. If they could be induced to enter into



DRAWN FOR A NEW SERIES OF "FRAZERTON" ADVERTISEMENTS BY MR. SEPTIMUS E. SCOTT





# From "Frazerton" Full-Pages



**Growing enthusiasm for "the big thing" in Aprons.**

Though it is little more than a month since we first announced our policy, the rapidly-increasing number of orders that we are daily receiving for "FRAZERTON" Aprons is extremely gratifying. These prove conclusively that dealers are fully alive to the possibilities of the proposition we have put before them.

The demand for Aprons has grown enormously in consequence of the great army of women who have taken up work in Hospitals, Munition Factories, and the like. And with the increased demand has come a distinct call for that higher standard of fit, style and quality only obtainable in "FRAZERTON" Aprons.

"FRAZERTON" Aprons give immediate and lasting satisfaction and, once tried, women never go back on them but recommend them freely. The handling of this "big thing" in Aprons, therefore, cannot but add to your reputation and bring increased trade to your house.

**'FRAZERTON' APRONS** for Hospital, Factory and Household.

Parents will be made up to suit the special requirements of your trade. "Frazerton" Aprons are the only ones that are guaranteed to be of the highest quality. They are made of the finest material, and are guaranteed to be of the highest quality. They are made of the finest material, and are guaranteed to be of the highest quality. They are made of the finest material, and are guaranteed to be of the highest quality.

**Free Offer to Retailers.** If you have not already done so, we invite you to write us on your note-book for a Free Sample Apron, picture of our Apron Catalogue, and a copy of our circular letter.

**FRAZER & HAUGHTON, LTD.,** Cullybackey, County Antrim, IRELAND.

**Let us send you one with our compliments**

We invite you to write us on your business note-paper for a FREE Frazerton Apron.

We make this free offer fearlessly and unconditionally, because we are convinced that Frazerton Aprons have only to be seen for their truly remarkable value to be at once recognized and appreciated.

Frazerton Aprons can be made for as little as 1/118 each—making you always a clear profit of 30 per cent.

**Every Apron Guaranteed.**

Moreover every Apron carries our personal guarantee to the public that, failing complete satisfaction in regard to other respects, we will at once refund purchase-money and cost of postage.

We count your most critical examination of this line, knowing that the more closely it is examined, the more surely it will appeal to you.

**FRAZERTON IRISH APRONS**

Good Terms—  
**30% on returns**  
plus 25% Monthly Account and 1% for Cash



**FRAZER & HAUGHTON LTD** CULLYBACKEY COUNTY ANTRIM IRELAND

**This is the Policy behind 'Frazerton' Guaranteed Aprons**

To make the most serviceable Aprons—to mark them in a manner that may be immediately recognised—to offer them at a popular price to the public and with a liberal profit to the trade—to create and foster a big demand by vigorous advertising.

**STOCK THIS LINE AND MAKE 30% PROFIT**

You have not to create demand but to meet it. The demand already exists and will increase by leaps and bounds as a consequence of the bold and extensive advertising that is now being launched and is to continue throughout 1917.

'Frazerton' Guaranteed Aprons form a war-time line that brings bigger profits, bigger business and bigger reputation to every dealer who handles it. It completely meets the need for reasonably priced Aprons that will stand hard wear and repeated washing and is, in fact, an essential line for every store that aims at keeping a representative stock.

**FRAZER & HAUGHTON, LTD.** Sole Manufacturers, CULLYBACKEY, CO. ANTRIM, IRELAND.

*Illustrations are of our popular patterns Nos. 1, 2 and 10, measuring 40 in. by 36 in. and 20 in. respectively.*

**Frazerton Aprons** for Nurses & Household use



**Let us send you a Frazerton Apron with our compliments**

**Our offer of a Free Frazerton Apron is still open to all who will apply for it on business note-paper**

You have only to see Frazerton Aprons to become at once convinced of their exceptional merit—therefore, let us send you one with our compliments.

When you get it examine it closely. Compare it with any other Aprons you may have at hand. Notice the quality and finish of the cloth. Notice, too, the several special Frazerton features—for example, the reinforced pockets that will not wear out. Let us send you one with our compliments.

It is because of their outstanding merit that these goods have become so popular with the public—and it is because they also give 30% profit on returns and are backed by a big National Advertising Campaign that too, the several special Frazerton features—for they constitute a line in every way worthy of your line efforts. Let us send you one with our compliments.

**FRAZER & HAUGHTON, LTD., CULLYBACKEY, CO. ANTRIM, IRELAND.**



selling material than of the potential customers to whom their announcements were addressed. They projected themselves into the position of the retail draper, and were able in consequence to place their proposition before him in the manner best calculated to appeal favourably.

In precise terms, instead of the customary generalities, they spoke to the retailer of profit at the attractive figure of thirty per cent. Selling talk, marked in plain figures, so to speak, will always make the business man sit up and listen; and the words "thirty per cent." will probably, if he is a retail draper, give him a disposition to hear more.

So our advertisers secured attention for what they had to say from the outset.



WINDOW SLIP

At the same time they were well aware that an offer of thirty per cent., or even sixty per cent., profit will not hold any lure to the retailer unless the goods showing it are, in the first place, saleable, and, in the second place, such as will give satisfaction when sold. The trader so foolish as to barter the goodwill upon which his business is based for any small, out-of-the-way gratifications in the shape of extra profit is so soon

out of the running that it is not worth while to take him into account at all.

Obviously the retailer would need to know precisely what sort of article it was that he was asked to handle on

thirty per cent. terms. It was not proposed that he should be able to examine it at his wholesaler's, nor was it practicable to send around the country an army of travellers with sam-

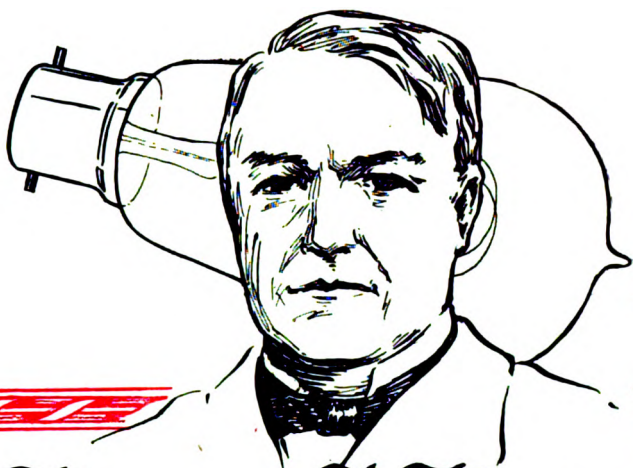


SHOW-CARD AND PRICE LIST

ples. Messrs. Frazer & Haughton therefore made an essential part of their introductory campaign an offer of a sample apron, free of all charge, to any retail draper who cared to apply for one; and the chief intention of all their preliminary advertising was to induce these applications. "Let us send you one with our compliments" grew by itself into the dominant slogan of the Press advertisement copy.

Up to the present the "Frazerton Apron" campaign, which is now some eight months old, has been directed entirely to the retail trade. Advertising in the general Press to the consumer public will not begin for another two or three months. There has been a steady flow of full-page spaces in *The Drapers' Record* and *The Drapers' Organiser*, of which a representative selection are reproduced herewith, and a few half-pages. The copy used has undergone many variations, yet the whole of the advertisements are sufficiently linked together by salient





## To Thomas A. Edison

who was a successful publisher long before he invented the electric lamp with which his name and fame are most closely associated,

### THE PASSING SHOW

gives thanks. The results of Edison's genius are evident everywhere. Some of his discoveries simplify our work, some add to our comfort at home, whilst others help us to keep amused, and therefore vie with "The Passing Show."

*The excellence of its editorial contents has gained for "The Passing Show" the apt sub-title of "The Aristocrat of Humorous Weeklies." Its advertisement pages uphold this description, for in them you will find only announcements of reliable and high-grade firms—all others are barred. At £30 per page, "The Passing Show" is the most attractive proposition to advertisers whose appeal is to well-to-do and influential readers.*

Philip Emanuel  
Advertisement Manager

ODHAMS LIMITED, 85-94, LONG ACRE, LONDON, W.C.2  
New Telephone No.: Gerrard 9870 (seven lines).

details of style or phraseology to possess the cumulative force of a recognisable series, instead of the much weaker impact of a number of unrelated individual displays.

The figure, now registered, shown in the display reproduction at the bottom of page 310, has won particular favour; and, possibly in an improved version, bids fair to become a sort of brand-mark of the "Frazerton" advertising, as distinct from the "tab" brand-mark of the goods themselves.

It may be remarked here that the illustrations used in the advertising matter have throughout been of good quality, and have added much to the pleasantly distinctive nature of the displays. A series of announcements shortly to appear will be illustrated by Mr. Septimus E. Scott. Two of the drawings he has done for this purpose are among our illustrations.

As a natural complement to the Press advertising in a campaign of this description, the post was freely utilised. First of all, immediately after the appearance of the first Press advertisements, a folder explaining the advertisers' proposition and describing the goods in detail was sent to a selected list of retail drapers. Its most important feature was a post-card for the retailer's use in applying for the sample apron, which only wanted the filling in of a space or two before despatching to the advertisers.

The ceremonies of introduction cannot in business matters be made too

simple or easy. So many people are inclined to follow the line of least resistance that the advertiser who understands will always try to make it almost easier for those whom he addresses to comply with his wishes than to refrain. A mere cobweb resistance will be enough to prevent many taking action, so that not the smallest removable obstruction between the advertiser and those whom he hopes to make his customers should be suffered to remain.

A descriptive booklet was also issued, but this was speedily replaced by a more pleasing, more handy, and very much more economical folder. Other items of material were small showcards which also served the purpose of price lists (one is illustrated on page 312), and window slips. Follow-up letters for enquirers whose interest did not at first carry them to the point of stocking "Frazerton" aprons should also be mentioned. These were at once personal and businesslike, devoid of misplaced ingenuity and unnecessary verbiage. Probably they would not greatly impress a class of advertising students, but upon business men they had the desired effect, as results have shown.

At the outset of the campaign Messrs. Frazer & Houghton, Ltd., and Mr. W. S. Crawford, of Craven House, Kingsway, who, as advertising specialist, they had called in to advise them, agreed upon a certain amount of concrete result, in the shape of orders for aprons, which their efforts in the field of publicity should show after a given period. What those results were to be we are not permitted to state, but they were eminently satisfactory.

Here, then, is one more instance of an advertising enterprise, conceived and carried out during the most anxious and difficult months that wartime has



ONE OF MR. SEPTIMUS E. SCOTT'S DRAWINGS FOR A NEW "FRAZERTON" SERIES

The  
**ACTUAL  
NUMBER**  
of copies of  
**LONDON  
OPINION**

purchased by the public  
each week is guaranteed  
to exceed the quarter  
of a million.

This guarantee will  
continue in operation  
notwithstanding the  
withdrawal of the sale  
or return facilities. We  
do not consider this will  
effect our sales after  
the first few weeks.



*Advertisement Manager*  
67 & 68 Chandos St.  
STRAND, W.C.2

yet made us endure, that has triumphantly justified itself. By its aid, not only is a great volume being presently transacted, but the foundations of a most valuable and lasting goodwill have been well and truly laid.

The aprons advertised are largely used by nurses owing to the war conditions, but many have been sold for cooking and household aprons as well.

A solid foundation for household

trade is being laid. The advertisers are looking ahead, and have their course already charted.

Meanwhile they have attained a point of vantage which can only be lost to them by their own shortcoming. They have secured the support of a great body of retail traders, who will provide them with an ever-open channel of distribution for their goods, however the times may change.

## CORRESPONDENCE.

### "To Pessimistic Agents."

Editor, THE ADVERTISING WORLD.

April 2nd, 1917.

SIR,—Your leaderette "To Pessimistic Agents" has greatly interested me.

To-day we stand on the threshold of a great boom in advertising—to-day we know that advertising has proved itself, as never before, a real aid in the nation's interests—to-day we look back and see the effect of that which few will contend was perfect publicity on the two most vital questions to the nation—the raising of men and the raising of money—and in doing so we are bound to admit that the results accruing have done more to prove our case than any other happening in the history of the business world.

All this must operate to our benefit, yet the profession has seldom experienced a greater or more sweeping wave of pessimism than is passing over it to-day.

This to me is an unexplainable phenomenon—a mystery the gods may solve—not I!

I not only sympathise with your protest, but should have been surprised if you had failed to put the same on record.

No one knows better than I that the two extreme conditions most prevalent to-day are the piling up of profits, easily and rapidly, and without any effort as far as the creation of business is concerned, or the wholesale dropping of both normal business and the profits which usually accrue as a result of the adverse influence which the present abnormal conditions exercise.

These factors are in their influence

entirely detrimental to the cause of publicity, but it is up to us in the profession to counteract that; yet forsooth, in order to effect this purpose, we quietly slip out of the most suitable media for the diffusion of the knowledge which we would impart and adopt that "waiting" policy which we have in all sincerity condemned in others.

Truly, that is an attitude which is likely to do more to foster scepticism than any other action recorded in the last decade; for, if we believe in ourselves and our policy, we must "practise what we preach," or how can we expect the man who knows far less than we do of the influence of publicity to believe in us?

We have continuously propounded the doctrine of "preparedness"—shall we kill all our arguments by ourselves failing to prepare?

Yours faithfully,

EDWARD H. REEVES,

Siviter Smith Service.

[We have certainly been as much surprised as our correspondent by the "wave of pessimism" that has recently affected not only the agents, but advertising men in every branch of the business; but we do not believe that is more than a passing distemper, due to difficulties which unquestionably are very serious, and which are not likely to become less so in the near future. It is perhaps not altogether unnatural if more depression has been caused at the moment than is in any way justified. But it should not be encouraged. The interests of British commerce as a whole, and of individual traders, alike call for action and courage.—ED. A.W.]

**TO-DAY'S FRONT PAGE.**

The proprietors of "Duro" Fadeless Fabrics had reserved the whole of our front page to-day, but owing to the paper shortage they have kindly agreed to their advertisement being reduced as published to-day.

**TO-DAY'S FRONT PAGE.**

McClinton's, of Donaghmore, County Tyrone, had booked the whole of our front page to-day to advertise the economy and purity of their soap and toilet preparations. Owing to the paper shortage they have kindly agreed to their advertisement being reduced to four columns only, as is shown in to-day's front page.

**TO-DAY'S FRONT PAGE.**

The AutoStrop Safety Razor Co., Ltd., had booked the whole of our front page on Monday next to advertise the "Valet" AutoStrop Safety Razor. Owing to the paper shortage they have kindly agreed to their advertisement being reduced to four columns only and transferred to to-day's issue, as shown in the front page.

MUCH as we regret the necessity which compels us to ask advertisers to reduce their space, we cannot but appreciate the compliment they pay to the pulling power of "The Daily Mail" by offering us more advertising than we can print under present conditions.

The voluntary curtailment of the circulation of "The Daily Mail" has *not* resulted in a similar curtailment in the demand for space, *because* National Advertisers have proved its immense influence on both the dealer and the consumer. These conditions make it advisable to book space as long as possible in advance.

# The Daily Mail

Carmelite House, Carmelite Street, E.C.4

LONDON

MANCHESTER

PARIS

# A CRITIC ON THE HEARTH



## An Alleged Evil in Service Agency Methods.

[We publish the following article because it is plainly an honest expression of opinion—the more so in that it comes from one who is himself engaged in service agency work—and because it is much better that such criticism as is contained in it should be made openly than circulated in conversations, innuendos and asides.

Probably we need not say that to our own mind, even if there is any solid reason at all for the writer's complaint, he appears to have so violently overstated his case that no jury would be very strongly impressed by it.

It is perfectly true to say that the whole of the work of an individual advertisement designer is marked by an individual character. So is the work of any architect, painter or writer who is anything more than a reflection of the work of others. Anyone with a personality of any value to himself or others will express that personality in everything he does. The art-work of Mr. Frank Brangwyn can be recognised as his at the first glance; the writings of Mr. Rudyard Kipling have an unmistakable character that is common to all of them; the compositions of Sir Edward Elgar present as many likenesses to each other as diversities from those of other musicians. But these eminent men are not therefore to be accused of being monotonous and lacking in adaptability. It would be as reasonable to find fault with a sand lizard because it is not a chameleon. Nor should the advertisement designer be blamed if his personality is something more than a merely negative quantity.

We are familiar with the whole range of work of most of our leading service agents, and have no hesitation in saying that, though some of them have a style that is more or less evident in everything they do, the variety of their output and the care taken to present each advertising proposition in an appropriate manner is as notable as the high level of craftsmanship in general maintained. —Ed. A.W.]

## “BY THEIR FRUITS YE SHALL KNOW THEM.”

By G. HENRY GRIMALDI.

AFTER NEARLY three years' absence from the neighbourhood of Fleet Street on urgent national business the writer has returned to an active participation in advertising affairs.

After such an interlude there are naturally many things—changes of personnel, new policies, alterations of unwritten laws—that very forcibly impress the returned wanderer-from-the-fold when he is picking up the threads again.

Some things have occasioned a mild surprise, some a hearty satisfaction, but there is one fact above all others that forces itself on the writer almost to the exclusion of all else. It is the adroit manner in which a number of craftsmen serve themselves while serving their clients.

Pick up any magazine, daily paper or weekly periodical, look through the advertising it carries, and you will soon see what is meant. You will find, time and time again, that there is not the slightest difficulty in identifying by the style of advertisements, the copy-writer agent behind the presentation of the proposition.

You are able to take half a dozen advertisements, ranging from pianos to pork sausages, and say with confidence: “Ah! these come from So-and-So's office,” and when you examine the imprint in the corner of each you will find that your statement is correct.

The whole thing is so obvious. It is unfailingly betrayed by sameness in setting, sameness in choice of type, sameness in style of illustration, same-



## GOVERNMENT WAR REGULATION

**Y**OU can no longer Mail  
a booklet or catalogue  
but you can Express it

THE *Daily Express* IS  
PREPARED TO DO  
EVERYTHING IN ITS  
POWER TO ASSIST AD-  
VERTISERS TO KEEP  
IN CONSTANT TOUCH  
WITH *its* MAILING LIST

**E**xpress your message to your Mailing List through  
the columns of the *Daily Express*, the Paper that  
reaches the Breakfast Table of the best people of all  
classes of the British Public.

The space available in our paper is in greater demand than  
ever, chiefly, we believe, on account of our sound policy  
during the War.

We cannot accommodate all advertisers at present, owing to  
the paper restrictions ; we will, however, endeavour to insert  
advertisements in rotation as they are received.

### SCALE OF CHARGES FOR ADVERTISEMENTS :

Back Page, £50 Double Column ; Pages 2 and 3, £70 Double Column.

ness in little tricks of ornamentation and bordering, and sameness in rule-of-thumb methods of copywriting. It is as plain to the eye as the repetition of the word "sameness" in the foregoing sentence. The advertisements contain about as much individuality as "ready-mades" from an American clothing store.

Now there can only be one of two reasons for this maddening monotony.

Either (1) the craftsmen employed are men of one idea without the ability to keep campaigns distinct and characteristic of the proposition,

Or (2) they are anxious for the recognition of their handiwork in every square inch of space used (and paid for) by their clients.

In accepting the latter reason as the more likely, one gives the offending agent credit for the *ability* to make advertising matter reflect the spirit of the client. Giving that credit, one can only arrive at the conclusion that in the cases in point the *intention* is not there—that there is rather a determination to make every advertisement shout aloud to the advertising interests that Mr. So-and-So is the author of its being.

That being the case, where does the advertiser come in? How does it affect the man who is paying for the space and the service that fills it?

Perhaps the writer has become too altruistic, during nearly three years spent in playing a bigger game than advertising, but nevertheless, when men laud their expert service to all and sundry with brazen clarion call, the advertiser who accepts that service expects to get, and, in the writer's opinion, is entitled to get advertisements that are characteristic of his own business—not of the display and copy methods of his agent.

It is a truism in advertising circles that the doctor should take his own medicine, but, please, Mr. So-and-So, not at the expense of his patient.

What is the effect of the policy of which the writer complains on the advertising itself? It unquestionably benefits the wily agent. It gives him "prestige," for his club associates can recognise his handiwork, but once again—where does the advertiser come in?

A copy writer putting up the same idea for two different clients and dressing it in the same habiliments would not hold his job long. But the policy at present under discussion is little less futile from the point of view of the man who pays. The conscientious craftsman is out all the time to make each campaign a thing on its own, distinctive and characteristic of the proposition itself.

If the policy of making the advertising characteristic of the *agent* continues, (however strong his personality is claimed to be), it will most certainly land us in a position where advertising will be monotonous because of its sameness and fidelity to type. We shall have caste in advertisements, and soon the papers will be classifying "ads" according to the display, or copy hobby-horse, of the agent. Then the papers will find that they can fill any client's space by taking scissors and paste to another advertiser's announcement so long as both are clients of the same agency. So these "Smart Ales" (as our new Allies would term them) are only cutting their own throats.

Look at it purely from the point of the man who foots the bill. He wants an advertisement that will hit the public eye with a fresh appeal, keeping that orbit lively and interested.

Can it do so, if its next door neighbour is built on the same display and copy plan, absolutely characteristic of the agent and on a dead level with fifty others emanating from his offices?

The answer is an emphatic negative.

Here are the results of such advertising. Ponder them.

1. The agent preens himself when his handiwork is recognised in advertising circles. He gains "prestige."

2. The advertiser gets an advertisement lacking interest, because it is built to the same style of architecture as the announcement in the next column. He sustains a loss of results, goodwill—and money.

It is not good service to the advertiser. It is not good sense on the part of the agent.

Anyhow, there it is, it exists, you can get evidence daily, weekly or monthly according as publications come out. It is worth thinking over.

# What Whitehouse found



76 Hanover Street  
Edinburgh

March 3rd. 1917

W. B. Robertson Esq.,  
Amalgamated Press Limited,  
Fleetway House, E.C.

My dear Robertson,

You will remember advising me to use "MY MAGAZINE", a children's periodical, for advertising a 12/6 loose leaf pocket book which was essentially an article for business men. It seemed an unusual thing to do, but I took your advice and am glad of it.

It is a fact that cash orders have made the venture more than worth while, for "MY MAGAZINE" stands first in results -- a truly remarkable circumstance which proves that a high grade magazine for children gets something more than casual reading on the part of the parent.

Many thanks for the tip, which I can now appreciate to the full, for I have received excellent value.

Sincerely yours,

*W. E. Whitehouse*

Prop. THE LUDGATE COMPANY.

The Advertisement Manager  
of *My Magazine* is

W. B. ROBERTSON,  
The Fleetway House,  
London, E.C.4



### Are You the Scholl Trained Shoe Retailer of Your District?

Have you qualified as a foot expert? Can your customers come to you about foot trouble with the same confidence as they would go to an oculist about eye trouble, or to a dentist about toothache?

The Great Scholl Advertising Campaign is making a Foot Health message to hundreds of thousands of Foot Sufferers who are suffering from foot ailments, and printing out in thousands of stores, eager to put up their feet in the way to their feet.

If you are not as yet qualified to deal competently with all Foot Trouble cases you will find the full particulars at Dr. Scholl's Training Course. The two simple, practical, and convincing lessons which comprise the course can be completely mastered in three months' spare time study. They will enable you to gain a thorough knowledge of Foot Anatomy and the treatment of Foot Trouble by the aid of Mechanical Appliances.

### DR. SCHOLL'S TRAINING COURSE.

There is nothing startling, startling, difficult. The lessons, especially illustrated with diagrams and actual photographs, are simple, and will enable you to gain a thorough knowledge of the anatomy of the foot, the treatment of foot trouble.

The training will enable you to play an important part in this happy work.

Write for Program, and full particulars of our offer of a self-paced education to the foot.

THE SCHOLL ORTHOPEDIC TRAINING SCHOOL,  
GELTSPUR HOUSE, LONDON, E.C.



This 126 book FREE for two days

Dr. Scholl's 'The Human Foot'

THE SCHOLL MFG. CO., LTD.  
LONDON, E.C.



Eight Million Families are now reading Dr. Scholl's Foot Health Message.

I'm the leading and most popular newspaper and magazine covering the country who are telling the millions who are suffering from foot trouble how they may obtain relief by Dr. Scholl's—the world's foremost authority on the treatment of foot trouble by applying mechanical appliances.

I'm even advertised as an expert on the importance of mechanical appliances in foot corrections, and have been told that Dr. Scholl's Devices and Remedies are made by experts, under the constant supervision of fully qualified medical men.

Write me today telling me the details of your plan to sell a superior line of foot appliances—this is a new business opportunity. (Send the Scholl Trade Mark—the only guarantee of genuineness and scientific perfection.)

THE SCHOLL MFG. CO., LTD., 4 GELTSPUR STREET, E.C.

### TRADE PAPER ANNOUNCEMENTS

## AN EDUCATIONAL CAMPAIGN

Concerning some of the most enterprising and energetic advertising that has made its appearance during War-time.

AT ANY time the advertising campaign now being conducted by the Scholl Manufacturing Company, Ltd., would be notable; in existing circumstances it is indeed a remarkable phenomenon. Here, at least, are advertisers who are not in the smallest degree discouraged by what is going on around them, who seem only to be rendered more active and aggressive by what has made so many of their contemporaries halting and timid. They afford a spectacle that is refreshing and tonic.

Their advertising is creative, not competitive. In their chosen field there are no advertisers operating whose activities are worth mention. The goods they have to sell are a large variety of appliances designed to correct widely pre-

valent forms of foot trouble. It is claimed that these appliances "are made by experts, under the constant supervision of fully qualified medical men," and that they provide the most scientifically sound treatment for the ills they are designed to remedy.

We are not competent to pass any final judgment on this claim; but are bound to say that it appears to be fully justified in the explanatory literature issued in connection with it.

If a layman's judgment is worth anything at all in a case of this description, the "Scholl" goods may be relied upon.

In marketing them the makers were faced by two obstacles. The public at large was not in the least aware that it stood in need of anything such



A NEWSPAPER FULL-PAGE

# Look in the market baskets

of the women on Thursday and you'll find "John Bull" in many of them, along with the groceries, much of which was bought through the perusal of its ad. pages. They know that if it's advertised in

The logo for "JOHN BULL" is rendered in a bold, red, serif typeface. The letters are thick and closely spaced, with a slightly distressed or stamped appearance. The word "JOHN" is on the left and "BULL" is on the right, both in all caps.

an article bears the O.K. mark after close scrutiny.

*"Appealing to Womenfolk" is the title of a brief statement which should be read by every advertiser whose goods are bought by women. May I send it?*

**£200**

per page and pro rata

**SOLUS COLUMNS**  
(3 cols. to page),  
£7 per inch.

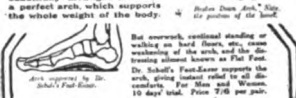
**NARROW COLUMNS**  
(4 cols. to page),  
£5 5s. per inch.

*Philip Emanuel*  
Advertisement Manager

**ODHAMS LIMITED**  
85-94 LONG ACRE  
LONDON, W.C.2.

## Let Science Correct that Defective Foot

In the normal foot the bones are beautifully arranged so as to form a perfect arch, which supports the whole weight of the body.



But overwork, or long standing or walking on hard floors, etc., cause weakening of the arch, with consequent flattening of the foot. Dr. Scholl's Foot-Eazer supports the arch, giving instant relief in all discomforts. Flat Feet and Bunions. 15 days' trial. Price 7/6 per pair.

Recognized by all Foot Specialists and Shoe Dealers as the only perfect, genuine and original Foot Comforter. Dr. Scholl's Foot-Eazer is the most successful of all the appliances of fully qualified medical men.

THE SCHOLL MFG. CO., LTD.  
GLoucester STREET, LONDON, W.C.2.

Watch your Feet.

MAGAZINE

## Instant Relief for all FOOT AILMENTS

Tired, Aching Feet, Cramped Toes, Callouses on the Sole, Flat Foot, Bunions, Corns, Painful Heel, and other Foot Ailments are instantly and permanently relieved by

THE SCROLLS OF THE FOOT

### Dr. Scholl's FOOT SPECIALTIES

The only perfect, genuine and original Foot Comforter presented by Patent, and made by highly trained mechanics under the personal direction of surgeons and doctors who have specialized in the treatment of foot troubles by applied mechanics.

**DR. SCHOLL'S BUNION REDUCER**  
Bunions, caused by ill-arranged and twisted bones, are relieved by this shoe, the most effective of all, and the only one that does not require the use of any other material.

**DR. SCHOLL'S FOOT-EAZER**  
supports the Arch, relieves all Foot Ailments and makes walking a pleasure. Doctor can adjust it to suit the foot, and it is as strong as steel. It is the most perfect thing ever made for the foot, and it is the only one that does not require the use of any other material.

There's a Shoe Dealer in your locality who adjusts and fits Dr. Scholl's Appliances by Dr. Scholl's scientific method.

Write for the copy of Dr. Scholl's "Foot Book" and name of nearest agent.

Watch your Feet.

Have you Pain and Pressure there?



If you have pain, swollen ankles, a burning sensation, lameness, and tenderness at the heel part of the sole, with spreading out of the toes, go to a shoe dealer who has a Scholl's agent, and have your feet examined free of charge. He will then supply a suitable Scholl's Appliance or remedy that will bring instant and permanent relief.

### Dr. Scholl's FOOT APPLIANCES

Write for Booklet to receive information, and name of nearest agent.

The Scholl Mfg. Co., Ltd., Gloucester Street, London, W.C.2.

Watch your Feet.

ADVERTISEMENTS

as they had to supply, and boot and shoe dealers did not understand the goods sufficiently to sell even if they could be induced to stock them.

Obviously the first thing to do was to educate "the trade," and this has been the chief intention of practically all the advertising up to date. Even the advertising inserted in the general Press and apparently intended solely for possible consumers was issued with

its effect upon the retail boot and shoe trade at least as much in view as its effect upon those directly addressed.

"The trade" had to be convinced that a great demand for the "Scholl" appliances was about to be created, before individual retailers would take the trouble to fit themselves to meet it. The energetic "consumer" advertising was put out mainly to help them towards this conviction.

## NURSES Does Ward Work make you FOOT WEARY?

If your ceaseless, strenuous work is telling on your feet—stretching the ligaments and tendons—overstraining the muscles—causing innumerable pains, get Scholl's comfort without delay, and get instant relief and permanent correction.

### Dr. Scholl's Foot Comforts

are the only Foot Appliances, Devices and Remedies made by experts under constant medical supervision, and worn with absolute comfort, and recommended by millions of people throughout the world.

**DR. SCHOLL'S FOOT-EAZER** supports the arch, corrects flat foot, and relieves all foot discomforts. Ten days' free trial. Price 7/6 per pair.

**DR. SCHOLL'S BUNION REDUCER** reduces enlarged joints, takes away pressure, keeps the shoe in shape, and instantly relieves all pain and is a cure. Price 7/6 each, for right or left foot.

There's a Dr. Scholl Appliance And Remedy for every Foot Disorder. Write for Dr. Scholl's Free Book "The Foot and your Care," and name of nearest expert dealer. The Scholl Mfg. Co., Ltd., Gloucester St., London, E.C.

Watch your Feet.

## BUS CONDUCTORS Your Aching Feet want SCHOLL Comfort

Thousands of War Workers have obtained immediate relief from foot trouble by wearing Dr. Scholl's scientific Foot Appliances.

### Dr. Scholl's Foot Comforts

are the only Foot Appliances and Remedies made by experts under constant medical supervision.

**DR. SCHOLL'S FOOT-EAZER** supports the arch, corrects flat foot, and relieves all foot discomforts. Ten days' free trial. Price 7/6 per pair.

**DR. SCHOLL'S TOE FLEX** corrects bunions and troublesome crunched toes by natural means. Soft and comfortable to wear. Price 1/6 each.

Have of nearest expert, agent and a copy of Dr. Scholl's "Foot Book" and free of charge. The Scholl Mfg. Co., Ltd., Gloucester St., London, E.C.

Watch your Feet.

## POSTWOMEN Does your Work bring FOOT PAIN?

If so, a suitable Scholl Appliance will quickly bring relief and ensure permanent foot ease.

### Dr. Scholl's Foot Comforts

are the only Remedies and Devices based on correct principles and manufactured by experts, under constant medical supervision.

**DR. SCHOLL'S FOOT-EAZER** supports the Arch. Relieves strain and all foot discomforts. Price 7/6 per pair.

**DR. SCHOLL'S TOE FLEX** corrects Bunions and misshapen Crunched Toes by natural means. Soft and comfortable to wear. Price 1/6 each.

There's a Scholl Appliance or remedy for every Foot Ailment, and a Scholl Agent in every locality who will give free advice on all Foot Disorders. Write for Free Book and name of nearest agent. The Scholl Mfg. Co., Ltd., Gloucester St., London, E.C.

Watch your Feet.

## MUNITION MAKERS Can your Feet stand the Strain?

If your feet tire easily and ache after much standing, you may be sure there is some defect or disorder, due perhaps to overstrain.

### Dr. Scholl's Foot Comforts

Bring immediate relief, to all ailments, and ensure permanent foot ease.

**DR. SCHOLL'S FOOT-EAZER** supports the Arch. Relieves strain and all foot discomforts. Price 7/6 per pair.

**DR. SCHOLL'S BUNION REDUCER** reduces enlarged joints, takes away pressure, keeps the shoe in shape, and instantly relieves all pain and is a cure. Price 7/6 each, for right or left foot.

Write for Booklet and name of nearest expert dealer. The Scholl Mfg. Co., Ltd., Gloucester St., London, E.C.

Watch your Feet.



# The Observer

(1791)

## THE UNRIVALLED SUNDAY JOURNAL

“THE OBSERVER” appeals to that extensive class of educated reader who find little or nothing to attract them in the pages of the “popular” Sunday Press.

The War week by week, by Mr. J. L. Garvin, is the outstanding feature in present-day journalism.

Price 2<sup>D</sup>.

Telephone  
City 4591.

Offices :  
22 TUDOR STREET, E.C.4.

"Scholl" announcements in trade papers, and the matter of various circulars distributed to retailers, therefore very naturally were largely devoted to drawing attention to the extent and importance of the general Press campaign.

Retailers are being made to realise more clearly than ever before that the public mind is being as deeply impressed as it can be by understanding and forcible advertising with the idea that it is unwise to go to any dealer who is not a "Scholl expert" when new footgear is in question. They are thus effectually prepared to consider with favour the advertisers' proposition that they should go through "Dr. Scholl's Training Course," a series of correspondence school lessons in "foot anatomy and the treatment of foot troubles by the aid of mechanical appliances," for which a four-guinea fee is usually asked, but a special 25 per cent. war reduction is at present in force.

That the policy pursued is well based and built upon is proved by the large and increasing number of retailers who find it advisable to qualify as "Scholl experts" and by the rapidly growing demand for Scholl appliances.

Having won the co-operation of retailers, the advertisers are careful to conserve their goodwill. They give every assistance to their dealers in the way of advice, advertising matter for distribution or insertion in the Press, and materials for striking window display.

They, very wisely, are content to divide the profits of the business arising from their general advertising with the traders who must always be their main support.

Of the copy used both in the general Press and in trade

organs we need not speak in detail. It can be studied—and it is worth study—in the reproductions of

**Do Your Feet Ache?**  
Normal, healthy feet do not tire or ache more readily than the hands. Pains in the feet and limbs are signs of Foot Strain. Dr. Scholl's Foot-Eazer, by bridging the weight of the body, will at once bring relief, making standing or walking entirely comfortable.

**D'Scholl's FOOT-EAZER**  
Is the most scientific device ever invented for relieving tired and aching feet. It supports the Foot Arch, equalizing the body's weight, and removes muscular strain. Scholl dealers adjust and fit Dr. Scholl's Foot-Eazer to suit individual requirements. For Men or Women.  
18 day's Free Trial. Price 7/6 per pair. For Men or Women.  
Name of nearest dealer who is a Scholl expert in a regular Dr. Scholl's Foot-Eazer. Dr. Scholl's Foot-Eazer Co. Ltd., London, E.C.

**Make your FEET Happy!**  
Preserve Perfect Foot Health by using  
**D'Scholl's Foot Comforts**  
Made by experts under the supervision of fully qualified medical men, and fully acknowledged as the most perfect appliances for Foot Ailments. Write for name of nearest Scholl expert dealer, and a copy of Dr. Scholl's "Foot Book," sent free on request.  
The SCHOLL Mfg. Co., 4, Giltspur Street, London, E.C.

**On that Arch your Entire Weight rests**  
Constant standing on hard floors, excessive walking, marching with a heavy load, working foot-power machinery, &c., put on the feet an unnatural strain, which, if neglected, may result in Flat Foot.

**D'Scholl's FOOT-EAZER**  
Relieves the strain  
This anatomically perfect and beautifully designed Foot Comfort Appliance is made and shaped so as to afford comfortable support to those parts of the foot which up to abnormal positions when weight is thrown upon them.  
Is Men's and Women's Size.  
Price 7/6 per pair.  
Write for name of nearest Scholl expert dealer, and a copy of Dr. Scholl's "Foot Book," sent free on request.  
The SCHOLL Mfg. Co., 4, Giltspur Street, London, E.C.

**Unsightly & Painful**  
Painful bunions which distort your shoe instantly relieved and permanently cured by Dr. Scholl's Foot Comforts.  
Dr. Scholl's Toe-Flex assists in relieving the crooked toe. Price 1/6.  
Dr. Scholl's Bunion Reducer relieves pain, restores normal position, and induces healing. Must be adjusted by expert. Price 2/- each.

**D'Scholl's FOOT COMFORTS**  
Sold by progressive shoedealet everywhere, and the only perfect genuine and original Foot Comforts made by experts under constant medical supervision. Avoid imitations.  
Write for name of nearest Scholl expert dealer, and a copy of Dr. Scholl's "Foot Book," sent free on request.  
The SCHOLL Mfg. Co., 4, Giltspur Street, London, E.C.

**Watch your Feet.**

various displays accompanying these notes. It will be observed that most of them give prominence to a characteristic name block, that the slogan "watch your feet" is a constant feature, and that applications for a booklet are also consistently invited, a coupon for the purpose being inserted in the larger space announcements.

The text in all the announcements consists of straightforward "reason why" argument, and each has its own special point and suggestion. The proposition to be put forward is not such as to allow of anything remarkably attractive or distinguished in the matter of display, but within the limitations necessarily imposed every care has been taken to make the advertisements as good-looking as possible, both in the details of type, lettering and illustration and in general arrangement.

This care has not been expended in vain, and the whole series of advertisements, in their class, represent a high level of craftsmanship.

A wide range of media has been used. The trade papers were *The Shoe and Leather Record* and *The Boot and Shoe Trades' Journal*, and the "general" list includes most of the leading "big circulation" newspapers and magazines throughout the home country. Among them *The Daily Mail*, *Daily Chronicle*, *Daily News*, *Daily Express*, *Daily Mirror*, *Daily Sketch*, *Strand Magazine*, *Nash's Magazine* and *London Magazine* have been prominent. Spaces occupied have varied from full pages to six-inch-double-columns and six-inch, four-inch, and two-inch single-columns.

We have spoken of this campaign as of a new thing, and so in truth it is; for, though "Scholl" specialities have been advertised for years, they have never been anything like so forcibly and extensively brought before the notice either of "the trade" or the public as they have been of late.

The advertisers have been bold enough to meet the abnormal conditions of these times by an abnormal display of energy and enterprise instead of by "marking time," and they well deserve the material rewards of their courage which are already falling into their hands.

# PUBLICITY WISDOM



**"To WIT"—**  
 advertise in the  
**Daily Sketch**

**"To WOO"**  
 nearly a million  
 potential customers.

# FOR THE ADVERTISING MAN'S LIBRARY

**"The Modern Boot and Shoe Maker." By Various Writers. The Gresham Publishing Co., 34 & 35 Southampton Street, Strand, W.C.**

It is one of the axioms that govern the art of advertising that the copy man—if he would turn out the best work—should be thoroughly conversant with every aspect of the subject upon which he is called upon to write. This, of course, entails a great deal of study, but it is labour well repaid when important work has to be undertaken; and so to any copy-writer who may be called upon to treat at all fully of the leather industries, and specially of boot-making, we can commend the four volumes of *The Modern Boot and Shoe Maker*. It may sound like what is commonly called "a tall order" to be asked to read four fairly large volumes to gain the needful information, but we can assure the advertisement writer who even dips into the books that he will acquire a great deal of very useful knowledge, because the whole subject from A to Z is thoroughly covered in lucid fashion, from the hide in the raw condition to the production and selling of the finished boot or shoe.

When the war is over it will be more than ever essential, in view of the world-wide campaign which will then be entered upon for the extension of British trade, that the copy-writer be thoroughly well fitted for his task. Advertising must play a big part in this campaign.

The four volumes are the work of different writers, all experts in their respective lines, and so thoroughly is the subject treated that such aspects of it as shop-fitting and window display receive exhaustive treatment. The books are fully illustrated.

**"The Newspaper Press Directory." Messrs. C. Mitchell & Co., Ltd. 2s.**

The advertiser who wishes to develop his overseas trade, and the advertising agent who wishes to help in that laudable work, should study with care some of the articles which appear in the 1917 edition of *The Newspaper Press Directory*, the 72nd annual issue of which was published since our March number went to press. We particularly refer to the essays entitled "Empire Trade Tendencies" and "Inter-Imperial Trade," because of the mass of useful information given, including particulars as to tariff charges, a matter of so much importance to exporters; and there are also instructive contributions on the trade of India and other of our great possessions. These essays show many instances where British trade may be profitably enlarged.

The lists of papers have, as usual, been carefully revised, and this section of the book shows that there are now 2,366 newspapers in the United Kingdom. Though bigger than ever before, and despite the increased cost of paper, the price of the Directory has not been increased.

## A FINE PRINTING DISPLAY

MESSRS. TAYLOR, GARNETT, EVANS & CO., LTD., South Reddish, Stockport, and Thanet House, Strand, had a small but representative display at the Design and Industries Exhibition at Manchester. Among the exhibits were catalogues and price lists shown with special reference to the covers, and a series of very beautiful horticultural subjects printed in letterpress by the three-colour process from blocks made by the firm from lumière autochrome plates. These were made from natural colour photographs direct from the blooms, the fidelity to nature and great beauty of the subjects being very remarkable. Another specimen of the firm's work consisted of two handsome brochures, which were thoroughly representative of the best modern work. The first was that issued by the Cunard Steam Ship Company upon the occasion of the launching of the "Aquitania." It has a cover of grey stock printed in white, brown and gold; the text on cream, hand-made paper with rough edges, the type being Old Style Antique with rubricated initials, and border with marine motive in soft green. The frontispiece is a picture of the "Aquitania" leaving harbour and passing an old Norwegian

timber ship; a picture so highly valued by the Company that it has been reproduced in scores of different ways and circulated all over the world. Illustrating the text is a number of photogravure plates, beautifully printed and tipped on with hand-made paper.

Another brochure shown is entitled "Printing: Old and New," and is a history of printing from the earliest days, with photogravure plates illustrating the development of the art, the story of a modern printing house being also told. The size is royal quarto, with wide margins, the text printed on hand-made paper in rich, black ink in Bold Plantin type, with beautiful borders and headings, and cover by Mr. Harold Nelson—a superb production.

There were also shown by Messrs. Taylor, Garnett and Evans a few specimens of the mezzotint process, which is their own method of machine photogravure; also some specimens showing a combination of offset lithography and photogravure. One choice example of the newest development of machine photogravure—namely, colour printing, in three colours only—attracted much admiration, and some specimens of offset lithography in many colours were also shown.

3,000 copies of the great business book, "The Power of Advertising," have been sold at 6/- net.—We have made our profit and the few remaining copies are offered free to readers of A.W.

## 6/- Business Book Free

THIS advertisement makes the extraordinary offer of a free copy of *The Power of Advertising* (cloth bound, 300 pages), over 3,000 copies of which have been sold in Great Britain, the United States and the Oversea Dominions at 6/- net, to readers of *A. W.* who send orders for the absorbingly interesting new book, *Britain's Awakening* (post free 3/-).

Lord SYDENHAM says:—"I have just read *Britain's Awakening*. I am certain it will do good by enforcing the great lessons which the war can teach."

Sir ROBERT BADEN-POWELL, says:—"I have read *Britain's Awakening* with the greatest interest and cordially wish that it may have a wide circulation. Its aims are precisely those which I have been advocating."

Mr. W. JOYNSON-HICKS, M.P., writes:—"I spent yesterday reading *Britain's Awakening*, a book which I can most cordially recommend to everybody interested in not merely a material but a moral and spiritual reconstruction after the war."

Sir JOSEPH WARD says:—"Britain's Awakening should be read with interest throughout the Empire." Crown 8vo. 230 pages. Cloth bound.

# Britain's Awakening

By A. O. RICHARDSON.

### A Soldier in France

writes:—"Britain's Awakening" has given me new hope, fresh ambition, and a keen desire to ascend the ladder of usefulness. I am grateful for the moral courage and stimulus derived from reading this book."

"Singularity captivating."—*Pall Mall Gazette*.

"In this new book there rings a vibrant note of strong cheer and inspiration."—*National Weekly*.

"Vigorously and suggestively written and always interesting to read."—*The Scotsman*.

"A dynamic appeal for social co-ordination towards greatness of character, based on knowledge and efficiency."—*Western Mail*.

"A book to be read, to be read at once, and with profit and interest"—*Manchester Dispatch*.

### The Power of Advertising.

"The best exposition of the art that has been written."—*New York Republican Herald*.

"Business-like and straightforward, every page conveys useful information . . . the tone is that of plain common-sense."—*New York Sun*.

"Quite one of the best books we have read on this subject."—*Western Mail*.

"A comprehensive study of all forms and methods of publicity. Contains a wealth of sound advice."—*Printer's Ink*.

If you are not fully satisfied send the books back and we will return the money at once.

**PALMER NEWBOULD & CO.,**  
199, PICCADILLY, W.

ORDER  
TO-  
DAY

3/- enclosed. Please send me "Britain's Awakening," by A. O. Richardson. Also free the 6/- edition of "The Power of Advertising." Both books are to be sent post paid.

Name .....

Foreign Postage  
6d. extra.

Address .....

# CURRENT ADVERTISING



**Being a Free Commentary on Recent Press Advertisements ;  
with Reproductions of Notable Examples.**

THE "NATIONAL SERVICE" campaign has been much in evidence both in the Press and on the hoardings. We hope to reproduce a representative selection of the Press announcements in our next month's issue, with a general review of them from start to finish; and, meanwhile, need only say that while they were undoubtedly much less effective than they might have been made, this was plainly due to shortcomings on the part of the Department and not on that of the advertising

without straw, the majority of the "National Service" announcements were more than creditable performances.

The circumstances of the near future will probably call for a vast extension of the practice of trade combination for advertising purposes. A large number of British manufacturers, who have hitherto looked upon their advertising as in the main a means of "strafing" competitors, are being brought to realise that it will pay them better to join forces with their home rivals for both defensive and offensive operations against competition from overseas.

This is all to the good, and will help very much to strengthen the position of British commerce in the strenuous days that are to come. Every sign of such a spirit of co-operation is to be welcomed and encouraged.

For this reason we were particularly pleased to note the appearance of the advertising by a group of British tyre manufacturers, of which a specimen announcement is reproduced on this page. The value of the British hall-mark to each of them is greatly increased by their claiming it in common; for each thus becomes witness to the good faith of all the others. The matter of the advertisement reproduced—how much of it belongs to "Mr. Lloyd George's Great Speech" is left to the reader's imagination—is most commendably direct and to the point, and it

is displayed in as simply effective a manner as could be wished. We trust that the manufacturers represented in it will maintain their association for other advertising purposes than those which appear to be immediately before them.

The full-page announcement devoted to the merits of "Windermere" hair



## Mr. Lloyd George's Great Speech

**IN spite of the recent drastic restrictions of non-essential imports, there yet remains one dominant contradictory fact!**

Tyres are still coming into Britain in large quantities from countries not engaged in the War—surely directly contrary to the motive of the restricted imports movement, which is primarily to ease the food problem. Moreover, the purchase of these imported tyres *sends British money abroad.*

Is this patriotic? Is it even friendly towards France and our other Allies? Is it in keeping with the cause for which this country has just subscribed the enormous total of 1000 millions sterling?

### CONSIDER THE FOLLOWING POINTS—

In payment for foreign tyres money at the rate of £2,423,865 annually is thus being exported needlessly.

British tyre manufacturers are in a position to meet all requirements.

Shipping space to the extent of nearly two million cubic feet is taken up by unneeded foreign tyres, and tonnage is diverted from its urgent work of transporting munitions and necessities.

Remember that all tyres with British-sounding names are not British, but the adjoining list, although not complete, affords you a choice of fifteen reputable all-British products.

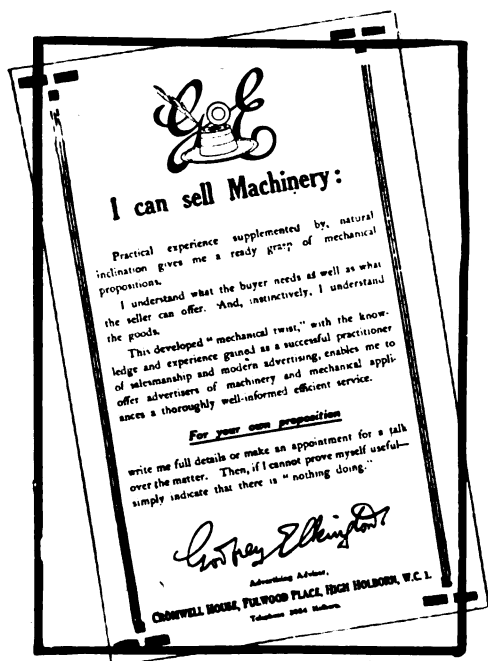
ALMAGAR  
AYON  
BATES  
BELDAM  
NORTH BRITISH  
CLIMCHER  
DUNLOP  
HERLEY  
KEMPSTALL  
LEYLAND  
MAGNATON  
MIDLAND  
ROBELEY  
PALMER  
SPENCER  
STOUTON  
WOOD-MILNE

### A CO-OPERATIVE EFFORT

craftsmen they employed. When the advertiser does not know precisely what he wants, or what he is going to do with it when he has got it, his advertising advisers and assistants are bound to be heavily handicapped in their endeavour to obtain results.

Viewed in the light of bricks made





*An Advertising Expert criticised this as emanating from a one-idea merchant.*

**BUT—**

## I can also sell Drapery

My knowledge and experience cover the field from ideas for improvement in department service, schemes for window dressing and shop display, to production of brochures and catalogues and the complete preparation and direction of practical press advertising.

Familiar ground, also from West End experience, is that of Ladies' Tailoring, Boys' and Men's Outfitting, Haberdashery and Men's Suits to Measure.

My service organization includes a highly efficient studio, whose specialty work in drapery and millinery is widely known.

It will cost you nothing to place the details of your proposition before me and to judge of my ability to serve you.

*Geoffrey Elkington*

**CROMWELL HOUSE, FULWOOD PLACE, HIGH HOLBORN, W.C. 1.**

Telephone : 2054 Holborn.





**ADMIRABLY ILLUSTRATED**

Mr. Septimus E. Scott, whose output of advertisement illustrations is a monument to his industry not less than to his ability as an artist, has seldom done a more delightful series of drawings than those now appearing in connection with the advertising of "Duro" fabrics. These drawings form the chief feature



"INVENTIC" WATCH COMPANY.

Every Day 8,500 Watches and Movements are made in our Factories, equaling  
One every Five Seconds.

## A COMBINATION OF POSTER AND TRADE CARD

The "Inventic" full-page is to be noted, principally on account of an

# The Present Situation calls for greater concentration of effort on COPY—the preparation of more effective illustrations.



*PRESTIGE* represent'ing many years' advertising appropriations may easily be lost through a mistaken idea of economy.

On the other hand, more *effective* advertising is not necessarily more *expensive*. Trained idea-men, skilled in the production of layouts and copy, can so enhance the pulling power of an advertisement that the same or even a smaller space will produce a much more lasting and far-reaching effect.

*Since War began we have steadily kept in view the potentialities of small-space advertising, and many times have been able to save advertisers considerable sums of money, while putting into their copy that touch of distinction which makes even a comparatively small advertisement stand out from its fellows and irresistibly compel attention.*

POOL'S  
New Clients  
include

*The Scholl Mfg. Co., Ltd.*

*City Life Assurance  
Co., Ltd.*

*The World's Stores,  
etc.*

Our Service, then, is a means whereby you may obtain better sketches—better copy—better type-setting—more efficient help in all the details of organisation—more effective placing, at the most economical all-round cost.

*We should like to study your proposition thoughtfully, and then prepare for you—without obligation—a complete Selling Plan applicable to the present times and conditions.*

## Charles Pool & Co., Ltd.,

THE PERSONAL SERVICE AGENCY WITH 50 YEARS' EXPERIENCE.

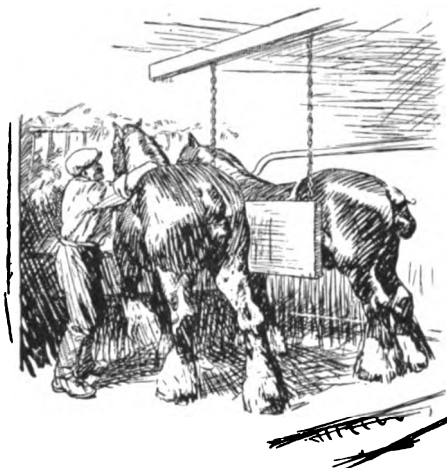
90-94, FLEET STREET, LONDON, E.C.

Telephones: HOLBORN 2210, 2211

Telegrams: "ADVEXERO, LONDON"

Digitized by Google

illustration of a rather unusual character. The horizontal line screen effect gave it decided individuality. For the rest the advertisement is but little more



### AFTER A HARD DAY'S WORK

DUNLOP TYRE PICK. 34



DUNLOP CUTCURE  
CEMENT AND SOLUTION  
A TIN 19

a carter stables his team and proceeds to groom them before leading them down for the night. His very particular attention to his horses' feet. He knows that neglect means sickness, and sickness loss of time.

In just the same way it will repay you to run over your tyres after a long day's run. If there are any flats embedded in the tread, pick them out with a Dunlop Tyre Pick and fill up any small cuts with Dunlop Cement.

**DUNLOP**  
RUBBER COMPANY, LTD.  
For all the world's motor needs  
OF ALL MOTOR AGENTS



### ARGUMENT BY ANALOGY

than a trade card. The only information it conveys, beyond the bare fact that the advertisers are watchmakers, is ambiguous, and consequently not very well calculated to inspire confidence. We should add that the advertisement appeared in a special trade supplement to a well-known daily, and is not to be regarded as intended for the general public.

It is rather strange to see manufacturers of motor tyres using the superseded horse as material for their advertisements, as in the "Dunlop" announcement herewith reproduced. It must be admitted that this once common animal lends itself very happily to the purpose of the illustrator, who is as well qualified to make use of its services as the artist in the instance under notice. It has also provided an illuminating text for the "Dunlop" copy-writer to expatiate upon after

his own fashion, which is terse and effective.

The horse also figures to great advantage in the well-pointed and topical advertisement of "Vinolia" toilet specialities which we reproduce. It is certainly an animal not to be neglected by the artist, nor by the advertiser, however out of date it may become as a source of motive power. There is first-class material for the advertising of such commodities as the "Vinolia"

**VINOLIA**  
FOR THE WOMAN WORKER'S TOILET

To plough and sow, to reap and mow,  
And be a farmer's girl,  
With skin so soft, and white as snow,  
And teeth as pure as pearl.

**ROYAL VINOLIA  
TALCUM POWDER.**

WOMEN workers for their country in field and farmyard will find exquisite comfort for their skin in the daily use of Royal Vinolia Talcum Powder. It keeps the skin cool and free from chafing and irritation, and is unsurpassed as an absorbent Toilet Powder for those who are so willingly going hard physical toil in the time of their nation's need.

To preserve the softness and the wholeness of the skin, to keep the mouth and throat cool and clear, the teeth are treated by regular use of Royal Vinolia Tooth Paste. Royal Vinolia Cream, as a night's massage, is delightful. The soap for family use - Vinolia Pomade, 6d. per Tablet.

**THE WOMAN WORKER'S TOILET.**  
Royal Vinolia Talcum Powder - Tins, 9d. & 1s.  
Royal Vinolia Cream - Boxes, 1/11 & 2s.  
Royal Vinolia Tooth Paste - Tubes, 6d. & 1s.  
VINOLIA CO. LTD. LONDON & PARIS

### A TOPICAL ADAPTATION

specialities in the needs of women employed on the land, and it has been used to good purpose. The variant of a famous old song

To plough and sow, to reap and mow,  
And be a farmer's girl,  
With skin so soft and white as snow,  
And teeth as pure as pearl

is a happy touch and quite "in the picture," as they say. The "fancy" lettering of the word "Vinolia" is a blot upon the display, and the illustration of the articles advertised might have been drawn in a manner less

# plus pessimism

Add pessimism to to-days difficulties  
and you'll waver in any policy—

but why add it?

Doesn't the future hold out prospects  
unequalled in the annals of British  
Commerce?

Think of the possibilities and in your  
preparation for the post-war period  
let Publicity play its rightful part.

And thats where we come in!

*ask us for booklet "The Circle of Service" which  
describes in detail our unique resources & organization.*

Siviter Smith Service  
Siviter House, BIRMINGHAM.  
10, Lincolns Inn Fields, LONDON.

The real Service Symbol







# LUX

Is indeed a unique washing preparation. It ensures ideal cleanliness. It prevents the texture of heavily soiled fabrics from matting together and shrinking in the wash. Its action is so gentle that delicate bands and dainty fabrics are perfectly safe in the rich creamy lather it generates.

In 4s. 3d., 2s. 6d. & 1s. 4d. PACKETS.

LUX SOAP CO. LTD. LONDON.

## SENTIMENT AND SALESMANSHIP

does so in a perfectly legitimate and inoffensive way. The text and illustration emphasise and give point to each other, and the dainty little "Lux" maiden is in evidence as she ought to be, though to our mind she is somewhat misplaced. The rhyme

"Two busy hands,  
A woman's art;  
Much silent work,  
A noble part"

serves its turn, if it is not precisely an inspiration from the Muse.

A jolly old huntsman photographically portrayed forms the appropriate leading attraction of the advertisement of "Harvey's Hunting Port." The convivial note is struck in an eminently suitable manner by a verse from a song that has been roared out by many thousands of merry sportsmen. This is advertising by suggestion, and the suggestion is sound, for it associates the goods advertised with a host of pleasant memories. The name of "Harvey" is here quite sufficient guarantee of the quality of the

aggressively out of keeping with its company, but the advertisement has good qualities enough to outweigh its defects.

An advertisement much above the average both in matter and manner is that of "Lux." It associates sentiment that is profound and not at all sickly with the advertisers' proposition, and

goods. The lettering used for the words "Harvey's Hunting Port" is weak and ill-looking; in all other respects the display may be accounted thoroughly successful.

It is really amusing to note how all the "military outfitters" with one accord are following the admirable lead of Messrs Thresher & Glenny in the matter of advertisement illustration. Most of them, it may be added, are only able to follow at a respectful distance, and some of their attempts to achieve a colourable imitation of the model are laughable. We cannot observe that more than one or two of them have made a serious attempt to work out their own salvation from the commonplace illustration. They are content with an endeavour to repeat a success that will always be associated with the name of a rival instead of setting to work to make a success of their own.

HARVEY'S  
HUNTING  
PORT

Here's to the horse  
and the rider too of course,  
And here's to the rally o'  
the hunt boys  
Here's a health to ev'ry friend  
who can struggle to the end  
And here's to the tally-ho  
in front boys

A fine old tawny Port, always in brilliant condition and ready for immediate use. Per 42/- doz. Sample bottle 3/6

JOHN HARVEY & SONS, LTD., BRISTOL  
NAVAL AND MILITARY WINE MERCHANTS—Founded 1796

APPROPRIATE SUGGESTION



# The Story of the War

IS TOLD BEST OF ALL IN

# The Sphere

WHICH BY ITS INTERESTING DIAGRAMS  
AND BRILLIANT PICTURES HAS

**NO RIVAL**

**AMONG WAR PAPERS**

CONSEQUENTLY IT IS THE

**Favourite War Paper**

WITH THE

INTELLIGENT AND BETTER  
CLASS PUBLIC

AND THEREFORE IT IS

**UNRIVALLED AS AN  
ADVERTISING MEDIUM**

ADVERTISERS SHOULD WRITE FOR FURTHER INFORMATION AND RATES TO THE MANAGER (ADVERTISEMENT DEPARTMENT), 6 GREAT NEW STREET, E.C.

This is a compliment to Messrs. Thresher & Glenny—though possibly one that they do not very highly appreciate. It does not reflect any credit on those who pay it.

In view of the terms of the order restricting catalogue and booklet circulation, it might have been expected that a considerable amount of newspaper space would have been taken up by advertisements asking for applications for these very important items in so many campaigns. Comparatively few announcements of such a character have come under our notice. Requests for applications for catalogues have been very little more prominent in the majority of displays than they were before the Order was promulgated.

This seems to us to be a mistake. Failure to secure a fair catalogue distribution must very adversely affect a large number of advertisers; and since postal matter can now only be sent in response to applications, it would probably be worth while for such advertisers to devote more than a small proportion of the newspaper space at their disposal to obtaining them.

It may be that those who rely largely upon catalogue advertising are still hoping with some confidence that the Order will speedily be modified; but they are unwise in basing their present action upon any such anticipation. However the Order may be reshaped—and we have no doubt that the powerful opposition to it will have some effect—it has already done a good deal of harm that can only be repaired by immediate and energetic efforts: and for the present the Press advertisement calling for applications is the only means of countering it.

The limitation imposed by the paper shortage upon the supply of advertise-

ment space in the more powerful and widely-circulated media is having one good effect in turning the attention of advertisers towards the claims of many publications which in the ordinary way they are too much disposed to neglect.

For some years past the mammoth circulations of our principal national newspapers have increasingly overshadowed the smaller, but often extremely valuable circulations of more specialised periodicals. Existing conditions seem likely to make the virtues of these publications once more apparent; and to gain for them the permanent regard of advertisers who in the past have not taken the trouble to become acquainted with their potentialities.

This is distinctly a move in the right direction, for there has been in many quarters a tendency towards over-concentration in the use of advertising media.

The big circulations will always command, as they should, the first place in the estimation of the advertiser appealing to the general public. They occupy a position that, as far as advertising is concerned, is unassailable; and have been able to show the majority of advertisers results fully justifying the comparatively high price of their space.

But most advertisers who make use of these great publicity carriers could to their material advantage put some part of their venture into the more modest vessels that serve ports none the less worthy of attention because they lie somewhat off the main trade routes.

There are many unconsidered trifles of high value waiting to be picked up by the astute advertiser who will be at the pains to look for them in out-of-the-way places.

---

We understand that Mr. Bernard Simmons has received a commission in the R.N.V.R., and that he will be stationed somewhere on the coast very shortly as assistant paymaster. Sub-Lieutenant Simmons is well-known in the advertising business, having been with *The Times*, the *Daily Mail*, Messrs. Geo. Newnes, Ltd., and one or two of the large agencies as a "copy" man. After his serious accident, when he sustained brain-concussion and fractured skull on the occasion of the bringing to earth of the Cuffley Zepp., it is particularly

pleasing to Mr. Simmons and his friends that he managed to pass the rigorous medical tests of the Admiralty doctors before being accorded his seniority—which dates from a day some six months after an "affair" from which he was given at least twelve months to recover. It will be recalled that on recovery from his terrible accident, Mr. Simmons was entertained to dinner at the "Cheshire Cheese" by a few friends who thus welcomed him back to life and laughter.



Charming drawing, is it not? You can appreciate the fine draughtsmanship; the easy, natural grace of the kiddies; the life, the swing, the movement of the whole thing.

It's a Carlton drawing. It is not the crude, uninteresting, stiff-frozen kind of contraption that so many business people still consider good enough to advertise their wares.

Very likely you have heard that the Carlton is the great advertising organisation which puts real artists—big, creative, skilful, masterly artists—at the service of trade—and which believes that only the work of such men and women (whether in picture or in the written word) is good enough to foster British business.

Well, this is still the Carlton idea. What do you think of it? If you like it, why not find out whether it can profit *you*? It costs you nothing to enquire, and if you call you will get a cordial reception.

Every mortal (and sometimes immortal) kind of advertising is Carlton work.

## CARLTON STUDIO and CARLTON AUXILIARY

CARLTON HOUSE, GREAT QUEEN  
STREET, KINGSWAY, LONDON, W.C.

# BILL-POSTING AND THE RESTRICTIONS

By W. ARTHUR NORTHAM

(Director of Messrs. Palmer Newbould & Co.).

IT IS painful to note the facility with which the average man rails at innovation and gibes at new thoughts. So is the ease with which he says "impossible," "impracticable," "cannot be done." Even in advertising—the business of optimists—we find men of faint heart. In the world of advertising, however, men have also been found who are big enough to dream new schemes and carry them through.

When conditions remain stationary, except for slight evolutionary changes, methods may move slowly along conservative lines, but when revolutionary conditions arise quick brains are necessary.

Bearing this in mind I wrote an article which appeared in the last issue, suggesting means whereby the billposting stations of this country might continue to live and make money. I did not claim originality, for the painting of advertisements is a prevailing scheme in America, Africa and other countries. My hope was that another thought thrown into the stew-pot of consideration might help billposters to carry on, and I still retain that belief. My surprise was therefore great when reading a brief comment from the pen of a gentleman well known amongst northern billposters, who finished what I conceived to be a hasty comment by saying, "I have every hope that amendments will be made in the terms of the Order—at any rate, modifications sufficient to allow of our *continuing our business to some little extent.*"

The words which I have italicised were the inspiration of my article, and were an attempt to suggest means whereby billposters could continue in business to a *greater extent.*

He first attacked my little effort by suggesting a certain audacity on my part for daring to think about his business. He then commenced to speak of "enormity of task," "impossibility," "impracticability," and so and so.

I have no apology to make for my article, neither a defence, but I will venture to say that I think there are more difficult jobs at the moment than stripping posters from hoardings, tasks more colossal than wielding a big brush after dipping it into a tub of cheap paint, greater difficulties to overcome than finding men or women to reproduce direct on to the hoardings enlargements of simple lettering or pictorial designs.

What I wish to do now is to return to my suggestion. I want to advocate this method of use of hoardings to advertisers. I see immense possibilities.

Many firms now engaged upon munitions or Government supply work, yet looking forward to and preparing for after-war business, will no doubt rise to a scheme of this description.

Others needing immediate publicity, and having no posters, will be glad of some method of advertising their wares which have a present-time value—they will welcome the chance of a new line of advertising.

A painted advertisement executed now and carrying the date or a phrase denoting the period of its execution will, in years to come, be a landmark of a great time—an heirloom of business. To the rising generation such an advertisement will smack of history, and might take this form:

"In 1916 SANATOGEN became a British Company. Enemy Interests were Entirely Eliminated."

Or—

"OWBRIDGE'S LUNG TONIC—British BEFORE the War, British Now, And ALWAYS British."

I therefore maintain that this scheme is worthy of the thought of both billposters and advertisers.

Then as the hoardings become untidy they will resemble the shabby man by being a glaring depreciation of themselves which will be grossly unfair to those advertisers who continue to use this method of advertisement.



## INTENSIVE CULTURE IN ADVERTISING

**E**CONOMY IN ADVERTISING is Hobson's Choice. The Big "Ad." is, for the nonce, taboo.

But the spirit of the Big "Ad." *can* be incarnated in the small space "spread." It is only a matter of Intensive methods—of conveying ampleness to the eye and to the mind by the deft use of material in advertisement building.

The W.H.S. Service Agency has studied the problem of Big Results out of Small Spaces—has been engaged on Brobdingnagian Campaigns in Lilliputian Areas for many of its clients. May we apply this intensive culture to your publicity?

**W. H. SMITH AND SON**  
(THE HOUSE OF GREAT RESOURCES)  
55 FETTER LANE, LONDON, E.C. 4

# OVERSEAS ADVERTISING



## U.S.A.

Mr. W. H. Rankin announces that as from April 2nd the name of the Mahin Advertising Company has been changed to that of the Wm. H. Rankin Company.

Comparison of the counting room reports from seventy-seven newspapers in thirteen of the largest cities of the United States for 1916 and 1915 shows that each of the cities represented reported a net gain in advertising in 1916, and that all but eight of the individual newspapers contributed to this total gain, which reached the large amount of 55,664,285 agate lines. The figures were compiled by the statistical department of *The New York Evening Post*.

Mr. A. C. Reiley, president of the Association of National Advertisers, and advertising manager of the Remington Typewriter Company, speaking in New York last month, said: "Advertising was distinctly on the defensive, and advertising men were themselves to blame, because they had allowed the impression to grow in the buyer's mind that advertising was an economic waste, rather than the most efficient and economical of all methods of marketing. We have not only done little to remove these erroneous impressions," added Mr. Reiley, "but what little we have done has been largely misdirected. Instead of striving to educate the public on the subject of the economic function of advertising, we have talked about 'advertising advertising'; we have shown a tendency to glorify advertising for its own sake, as if the public cared a fig about advertising for its own sake. Much that we have done had better been left undone."

Mr. Reiley urged that newspaper publishers and advertisers must realise even more strongly the mutuality of their interests, stating that the time was already here when their co-operation had become a vital necessity.

The New York correspondent of *The Daily Mail* says that the Germans in the United States, "aided by their tools the pacifists," spent £40,000 in publishing on one day full-page advertisements in all the leading papers appealing for a referendum on the question of war and peace.

## South Africa.

Port Elizabeth is one of the most progressive manufacturing centres in South Africa and its vigorous Electricity and Industries Committee has issued a booklet of 112 pages to direct attention to "the industrial facilities and advantages" of the town. A great deal of useful information is given in well-arranged form on such matters as raw materials, transit

and distribution facilities, climatic considerations, and water and power supply. The book should be carefully considered by British firms which have it in their minds to establish works in South Africa. The brochure is well printed and carries a good show of advertising. It really does credit to its producers, and it shows the wonderful resources of the district, which at present have been but partly developed. For instance, among these resources are the raw materials for the making of considerable quantities of paper, and the necessary water supply is also available.

## Germany.

A very illuminating article on the position of the Press in Germany appeared in *The Times* at the close of last month, the object of it being to show the great importance which the German Government attached to the maintenance of the papers even under great difficulties. As regards man power, said the writer, the Press had throughout received special consideration from the military authorities, and even under the National Service scheme the Press would be affected only so far as enquiry might prove it to be overstaffed. It was true that a great many papers had stopped, the number being estimated by *The Cologne Gazette* at 1,430 early in the present year, yet the writer of *The Times* article considered that most of those were small provincial and trade papers which had ceased publication largely through lack of advertisements. The big papers, on the other hand, came out much as before, the *Tageblatt* being equivalent in size to a 14-page issue of *The Times*. The maintenance of undiminished advertisements was as striking a feature as the maintenance of unaltered news columns. The big papers now contained as many advertisements as before the war, and the abundance of small advertisements was particularly noticeable. The Swedish supplies of wood pulp that formerly came to Great Britain were now pouring into Germany and Austria in immense quantities.

## Holland.

A proposal is on foot to establish at Amsterdam an International Palace of Commerce. The enterprise is in Dutch hands, and it has been resolved that strict neutrality shall be observed. The exhibition is to be permanent, and the promoters undertake, if desired, to represent the exhibitors and effect the sale of their articles. The Palace of Commerce will be opened about four months after peace has been declared.

*We thank your editorial department for their kind and intelligent interest in our advertising. We hope they will continue to follow our advertising closely and give us the benefit of their encouragement and criticism.*—Messrs. J. MILLHOFF & Co., Ltd., London.





# *An Exclusive Field*

**£20,000**—not quite but nearly—was subscribed to charity last year by readers of "The Christian." This is undeniable evidence of the **QUALITY** of its circulation. Proof positive that this section of the British Religious community has money and is an **EXTRAORDINARY PRODUCTIVE FIELD** for advertisers. This field is **QUITE UNTOUCHED** by the ordinary daily press and weekly journals. It consists of members of the combined British churches and includes many of the oldest established Christian Families in the country.

*Write for rates, etc., to*

*The*  
**CHRISTIAN**

12 Paternoster  
Buildings,  
LONDON  
E.C.

## CHADWICK'S SERVICE

MR. ARTHUR W. CHADWICK, of the Reliable Addressing Agency, is not one of those who are intimidated by the difficulties of conducting business in these days. He perceives the big possibilities of the future and is preparing for them.

"The inauguration of the Chadwick Service at such a time," he observed to us, "may seem to some like 'asking for trouble,' but after giving the position of advertising a searching investigation we are of the opinion that now, if ever, is the time for a business such as we have organised to prove its worth. We are optimists. Our optimism has been gained by facing facts and balancing the pros and cons of the difficulties that have to be met. It is our firm belief that we are able to offer a service which no manufacturers, departmental stores, or retailers can afford to ignore if they have any hope at all in the future of their businesses.

"If the war has taught us anything, it is the vital importance of organised preparation. This lesson should be assimilated by every advertiser. Forethought and careful organisation are the basis of every successful operation, and with the conditions existing to-day there are few business houses able to give the future of their business—particularly the period immediately following the declaration of peace—the sound consideration it so badly needs.

"The Chadwick Service has been designed to provide under one roof an organisation which can originate the Complete Selling Scheme and see it through in its entirety. We are splendidly equipped and have one of the most complete systems for postal advertising in the country.

"For manufacturers we are specialising in

the selling campaigns of those articles which are offered to the public through the medium of retailers.

"With our perfect knowledge of retailer's advertising the subject is approached from an entirely new point of view—the view of the salesman. The system we have devised will, if persistently carried through, create a demand. It takes the proposition through from the first introductory letter to the local retailer's selling system. Nothing is left to chance, and the aim of every campaign, drawing, write-up, and window display is to sell.

"Examples are always to be seen at Publicity House, and we invite manufacturers to call and discuss their after-war business policy with us.

"An important feature in connection with our organisation for departmental stores is the service of advance fashions for press advertising.

"Our arrangement with Mr. E. W. Bell, of Bell's Fashion Bureau, who supervises the 'fashion side of things,' in connection with Chadwick's Service, enables us to offer clients very exceptional facilities in this field.

"For retailers we have inaugurated a unique system which is the result of many years' close study of the problem. It is impossible to explain in detail our methods, so we will confine ourselves to the statement that, no matter how perfect our organisation for handling big propositions, the arrangements for assisting the small advertiser are equally perfect and sound."

Mr. Austin Knight is in general charge of this particular service and of the copy-writing department.

## SOCIETY OF MOTOR ADVERTISING MANAGERS

THE SECOND annual general meeting of the Society of Motor Advertising Managers was held on April 13th, at the Aldwych Club.

Among those present were the retiring President, Mr. A. F. Ilsley and Lieut. A. Peake-Jones, Messrs. A. H. Allam, W. T. Bishop, L. Brandes, J. Cates, H. O. Davies, R. McKean Cant, J. A. Masters, H. Panzetta, W. O. Penfold, W. J. Rand, E. E. Reinhold, A. E. Sykes, A. Silcock, and F. G. Woollard.

The meeting was preceded by a dinner, over which Mr. Ilsley presided.

The President, in his speech, reviewed the past session, which he said had been a great success. The attendance at the meetings showed a marked advance over the previous session. Looking into the future, he felt that the society could become of still greater value to the motor trade, and it would be one of the objects of the new committee to try and get into touch with the various firms throughout the country to obtain their co-operation in furthering the interests of the society. He also referred to the courtesy of the committee of the Aldwych Club in granting them facilities to meet month by month in the comfortable surroundings of the club.

Mr. Ernest E. Reinhold, the Secretary of the society, presented his report, which recorded

a year of successful work and increased membership. The balance sheet showed a satisfactory sum in hand.

The President having expressed the opinion that a new president should be chosen every year, proposed Mr. E. E. Reinhold as his successor. The resolution was seconded by Mr. Woollard, and carried unanimously.

Expressing thanks for his election, Mr. Reinhold said that providing circumstances permitted he intended to rouse the men in the Midlands, and he was looking forward to the time when a series of meetings would be held in the Birmingham district.

Mr. H. O. Davies was proposed as secretary and elected unanimously.

The following gentlemen were chosen to form the committee for the 1917-18 session: Messrs. W. T. Bishop, L. Brandes, A. F. Ilsley, E. W. Delacour, J. A. Masters, A. Silcock, and F. G. Woollard.

On the motion of Mr. Reinhold, seconded by Mr. Woollard, a vote of thanks was accorded the president for his earnest and conscientious effort during the year.

Hearty thanks to the retiring secretary and committee were passed on the proposal of Mr. McKean Cant, seconded by Mr. Silcock.

# ADVERTISING

THAT IS OUR  
BUSINESS

APPLY TO  
THE ADVERTISEMENT MANAGER,  
LONDON GENERAL OMNIBUS CO., LTD.,  
ELECTRIC RAILWAY HOUSE,  
BROADWAY, WESTMINSTER,  
LONDON, S.W.1.

# HOW THE GOVERNMENT PROMOTES TRADE

## An Address to the Aldwych Club by the Controller of the Board of Trade's Intelligence Department.

AN IMPORTANT address on the subject of "How the Government Promotes Trade" was delivered at the Aldwych Club on April 17th before a meeting of the debating circle, by Sir W. Clarke, Controller of the Commercial Intelligence Department of the Board of Trade. Mr. Swinborne Sheldrake presided.

Sir Wm. Clarke, in his opening remarks, said he wished to make it clear that the Government was not neglectful of the trade of the country; they were always on the look-out for further opportunities to develop it. They existed simply and solely for the promotion of trade, and by that they would stand or fall. They learnt something from every caller who came to their office. The Board wanted as many visitors as they could get and welcomed them. They had had 50,000 visitors in a year, but there had been a slight falling off in the last year or two owing to the restrictions of trade.

### How Should Government Help?

What was the proper sphere within which the Government could help? That was a question on which opinions differed. Some people said they only wanted a fair field and no favour, and others wanted the Government to render a very substantial amount of every kind of State aid. He would only lay down one principle—that the Government ought to give every possible facility for trade. That really seemed to be the essence of the work of an intelligence department. It should be their duty to give every information which would help to bring together British manufacturers, traders and customers, and so help trade in every way. The first duty of the Government in assisting trade was to form the necessary machinery; and so the Commercial Intelligence Branch came into being. It had also provided an advisory committee on which commercial men were largely represented. That committee was a very live organisation from which the Intelligence Department derived a great amount of help.

The great aim when the Department was created was to supply information with regard to overseas trade. With that object in view, they appointed trade commissioners for the different Dominions, and one of the best proofs of the value of their services was afforded by the number of requests to see them when they paid visits to this country. There were 750 demands to see the Australian commissioner when he came to this country. It was proposed to have sixteen of those gentlemen instead of four as now, for four could not cover the whole Empire. They would visit not only the Dominions, but

India and the Crown Colonies. It was hoped to equip those gentlemen this year.

In foreign countries the Board of Trade had no direct representatives, for the trade representatives worked under the Foreign Office and included commercial attachés and consuls. One heard a good deal of criticism of the Consular Service, and perhaps it was not perfect. People often compared it unfavourably with that of other countries, especially that of Germany. But in the papers of foreign countries one often saw their consular services unfavourably compared with ours, and foreign writers said what a lot might be done after the war in promoting their trade if the consuls of foreign countries were as good as those of Great Britain. It must be remembered that our consuls had a great deal to do, and he thought did very good work indeed.

The Board of Trade from time to time sent out special missions to study the trade of other countries, and that was a means of getting a great deal of information. The information thus acquired would, it was hoped, be useful to our traders, and it was carefully classified and revised. Foreign competition was a matter which received careful attention, and specimens of the goods used in those countries were obtained, together with the tariffs. Touching on *The Board of Trade Journal*, Sir William said he did not hold it up as an organ of lively journalism, but it had its uses, and the editor of a Government newspaper worked under very considerable restrictions. Its circulation had increased. A great deal of information which the Intelligence Department received could not be published because of foreign competition, but they kept a special register of firms to whom such information could be supplied.

### INDUSTRIES' FAIRS.

Passing on to speak of other branches of the work, Sir William referred to the British Industries Fair and to the success which it had achieved. This year he said there had been one hundred more exhibitors than last year, despite restrictions. Fairs had proved most useful means of promoting trade, especially in war time. In conclusion, the speaker said the Latin-American market was receiving special attention.

A brief discussion followed, in which Mr. E. Hill said what they wanted was that people in the trades concerned should be consulted before any action was taken. This remark was cordially approved by the meeting, and Sir William Clarke, in response, said he agreed, but said there were difficulties in the way, especially in war time.

Sir William Clarke was heartily thanked for his address on the proposition of Mr. Thos. Russell.



## Picture Offer

to "De Reszke" Smokers only

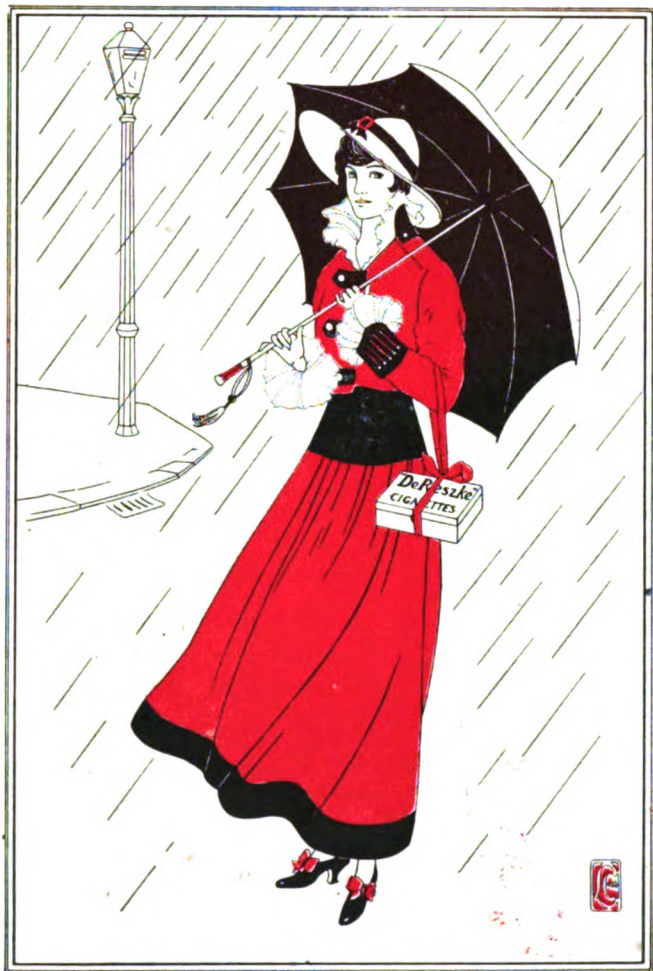
This picture, "Blighty," on antique paper, 15" x 10", will be sent free to any smoker forwarding to address below a "De Reszke" box lid and

2d. in stamps,

mentioning

Picture

No. 45



"Blighty"

E. LUCCHESI

A cigarette without a name *might* be good. But smokers *know* the name "De Reszke" signifies incomparable quality. Try a box

SOLD EVERYWHERE,

or post free from J. Millhoff & Co., Ltd. (Dept. 70), 86, Piccadilly, London, W.

**"De Reszke" *The Aristocrat of* Cigarettes**

# A FINE TESTIMONIAL



## Prize-Winning "Harley Davidson" Advertisements

**MOTOR-CYCLING** recently ran a prize competition in connection with its advertisements that resulted in a remarkable testimonial to the merits of "Harley-Davidson" displays. The scheme of the competition was of a familiar type. Readers of the paper were asked to select what in their estimation were the best advertisements in each of a series of numbers; and the winning advertisements having been determined by the votes received, prizes were awarded to the voter who sent in the best "reason why" explanation of his, or her, judgment.

Four "Harley-Davidson" advertisements appeared while the competition



### FIRST PRIZE

nor quality of a negligible character, and to secure a verdict from a highly critical and perfectly unbiassed jury.

In such circumstances they are fully entitled to regard their success as proof positive that their ideas of advertising are sound and practical and that they are being carried out with effect.

We reproduce three of the prize-winning displays. They will themselves better explain than we can do why they have received such decisive approbation.

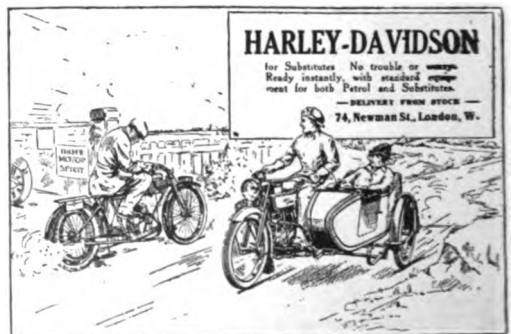


### SECOND PRIZE

was being held, and all of them were prize-winners—two gaining the pride of first place and two occupying second.

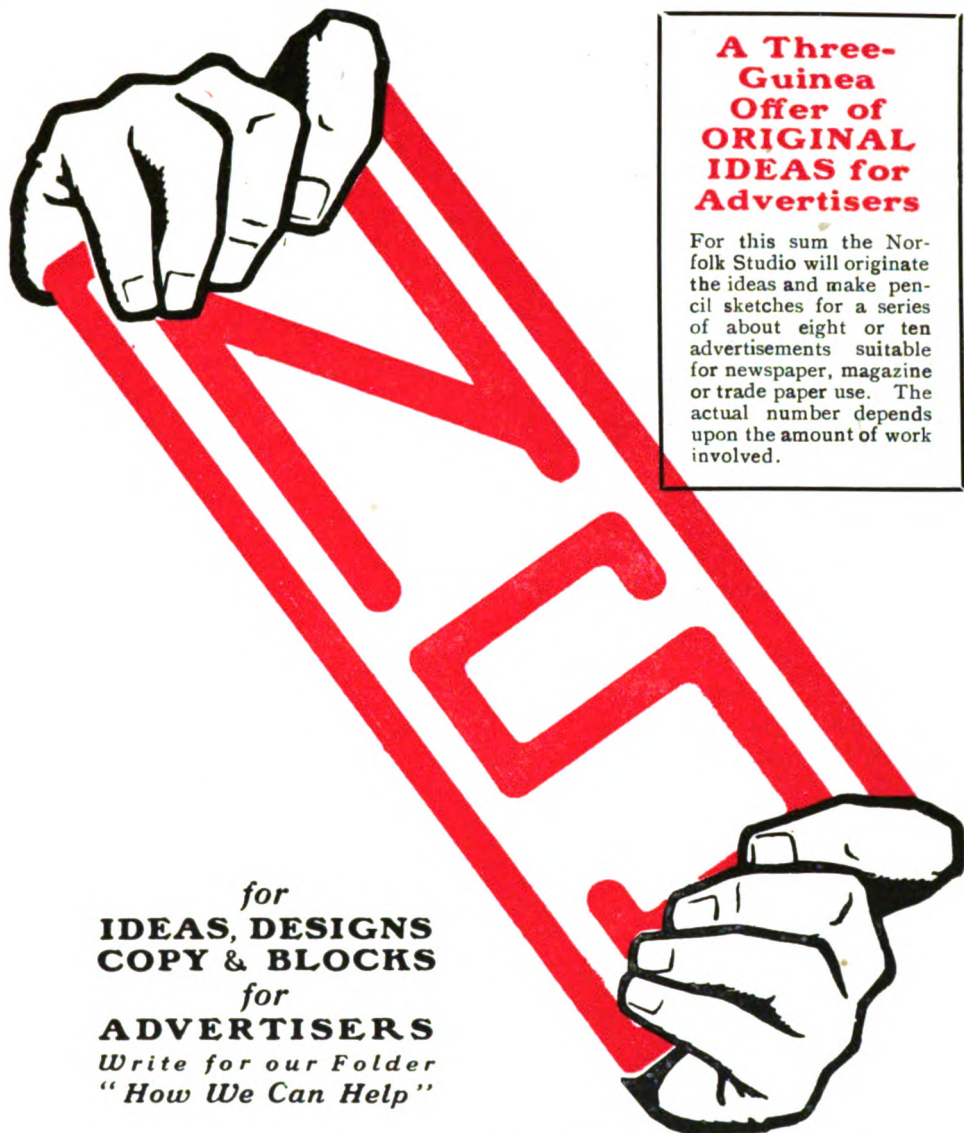
This is indeed a feather in the cap of the advertisers, and an achievement on which Mr. J. B. Masters, their advertisement manager, and the Printing Arts Studio, which was responsible for the design of the displays, may fairly congratulate themselves.

They had to "make good" in face of competition neither in quantity



### FIRST PRIZE





**A Three-  
Guinea  
Offer of  
ORIGINAL  
IDEAS for  
Advertisers**

For this sum the Norfolk Studio will originate the ideas and make pencil sketches for a series of about eight or ten advertisements suitable for newspaper, magazine or trade paper use. The actual number depends upon the amount of work involved.

*for*  
**IDEAS, DESIGNS  
COPY & BLOCKS**  
*for*  
**ADVERTISERS**

*Write for our Folder  
"How We Can Help"*

# **NORFOLK STUDIO**

**THE HOME OF IDEAS FOR ADVERTISERS  
DESIGNERS & COPY WRITERS  
RACQUET COURT  
FLEET STREET  
LONDON·E·C**



MR. E. H. REEVES

### An Efficient "Service" for Advertisers.

IT WILL be welcome news to many of our readers that the Siviter Smith Service, one of the most comprehensive and efficient organisations engaged in the production of advertising material, is to have permanent representation in London.

For a long while its business has been national rather than provincial, and it was full time it should have a habitation in the metropolis.

The Siviter Smith Service has chosen a central position for its London office at 10, Lincoln's Inn Fields, and its representative there will be Mr. Robert Aitken. Mr. Aitken leaves the service of Messrs. Murray, the Belfast tobacco manufacturers, to take up his new position. His varied experience includes a term with Messrs. Lewis, of Liverpool, who are among the most able of retail and mail-order advertisers, and another with Messrs. Osborne Peacock, of Manchester.

In addition to being in charge of the London office Mr. Aitken will act as Irish representative of the Service.

The London establishment will be under the general control of Mr. Edward H. Reeves, the chief of the Advertising Service department of Messrs. Siviter Smith & Co.

This Service department was originated, says Mr. Reeves, "through continual requests, put forward to us by satisfied clients, for the supply of copy and the control of advertising generally—in short, 'the completion of the circle.' It is now an established business, and we feel that, with our facilities on both sides, we can offer something which is exceptional and of special value.

"Our aim remains, what it has been from the first, to provide service only—a comprehensive service embodying every duty and detail which is usually associated with an advertising department, and covering the negotiation of space prices, but in no way identified with space-broking.

"The step we are taking in connection with the London business is being taken at a time when few firms would undertake it, but we have such unbounded confidence in the future that we feel we must do that which we have been advising other people to do for so long a period, viz., make preparations for the peace days that are ahead.

"In the past I have done quite a large amount of work for the motoring, engineering and kindred industries, but this has been supplemented by general work of a very varying character, including a large amount of cinema work.

"It is my desire that we should extend this variation, and I am convinced there is no trade proposition which we cannot handle.

"I also intend to develop to the fullest possible extent the consultancy side."

Mr. Reeves has already placed the Siviter Smith Service in a strong position, and there can be no doubt that it is destined to become an advertising institution of the first importance in the future.

It has the great advantage of being controlled by a "live wire" advertising man, whose experience includes every department of salesmanship, as well "on the road" as in the office.

He is a man of inexhaustible energy and infectious enthusiasm, but the driving force represented by these useful qualities is tempered by the first-hand knowledge gained in work always of an eminently practical character.



MR. ROBERT AITKEN



THE BRITISH ELECTRICAL  
FEDERATION LTD.

## PAPER RESTRICTIONS

*Don't miss the opportunity !*

OWING to the restrictions on posters, Tramcar and Bus publicity has assumed an importance hitherto unknown. Applications for space on the systems we operate are reaching us daily. The very limited number of spaces for enamelled plates not already covered by existing contracts must soon be taken—"first come, first served," you know. So don't miss your chance.

FOR TERMS, ETC., APPLY TO  
J. PEACE,  
ADVERTISEMENT MANAGER,

The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C.2

### Wanted to Purchase for Cash

Copyright and publishing  
rights of a technical or  
trade journal or annual.

Full particulars to J. Hutchinson, Chartered  
Accountant, 6, Holborn Viaduct, E.C.

### Wanted

Copies of Colonial  
Trade and Technical  
Publications. Also  
Foreign Papers of a  
.. .. similar class .. ..

## "Joggers"

You may be compelled, owing to conditions, to cut down your advertising, but you don't want your customers to forget you.

That's why we advocate the use of "Joggers"—little ideas to give customers' minds a gentle jolt and so keep *your* flag flying.

We should like to tell you more about this. May we?

**THE PERMO COMPANY**  
London Road, Beddington  
Corner, Mitcham, Surrey

Address your letter to Stanley V. Machin

Telephone - - - Mitcham 832

## IRISH NOTES



### Important Decision as to Scale Rates in the Provinces.

Agricultural tractors, insurance business, waste paper "saving," laundry "talks," and an increased fillip in cigarette advertisements have been the features of recent Press publicity in Dublin. The Dublin morning papers were liberally utilised by several motor firms who are handling various models of farm tractors.

Messrs. Thompson's Motor Car Company, Ltd., issued what were, perhaps, the most "telling" advertisement series of this kind in connection with the "Overtime" machine. "The name and the price" were the sole particulars vouchsafed in the greater number of tractor announcements.

Three city firms—Messrs. P. O'Reilly, Ltd., John Irwin & Co., and M. Duan & Co.—ran a brief synchronous campaign in the Press relative to the cash advantages of selling waste paper. Method and distinctiveness marked off the series put out on behalf of the first-named firm by Messrs. Kenny's Agency. In cigarette advertising Messrs. Gallaher, Ltd., Belfast, easily maintain first place amongst the Irish firms, alike in the regularity and space-dimensions of their advertisements. Their "Golden Spangled" brand has been backed up by strong Press advertising on national lines for some time, and, latterly, six-inch-treble spaces have been the order. Messrs. T. P. & R. Goodbody (Dublin)—old-established tobacco manufacturers—are now seeking to popularise their "Primrose" cigarettes, chiefly through the medium of the Dublin evening papers, but so far their advertisements lack distinction and force. Two-inch-double represents the full extent of each advertisement in the "Primrose" series up to the present stage.

Mr. Robert Aitken, chief of the advertising department of Messrs. Murray, Son & Co., Ltd., tobacco manufacturers, Belfast, has now taken up an important appointment with Messrs. Siviter, Smith & Co. During Mr. Aitken's occupancy of the advertising chair at Messrs. Murray's, Irish advertising men learned to appreciate the simplicity and crispness which marked all his work on behalf of the high-grade proprietary articles marketed by this well-known Belfast house. The allurements and general effectiveness of the

"Polo" cigarettes advertising were much commented upon during the currency of the campaign. His friends in the profession throughout Ireland wish him a wide measure of success in his new undertaking.

In view of the "fast and loose" methods hitherto prevalent in the matter of advertisement scales throughout the Irish provincial Press, the following resolution, unanimously passed at last month's Conference of Irish Provincial Newspaper Owners, is of special interest to the advertising world: "That all Government advertisements be charged for by lineage at the minimum rate of sixpence per line, and that all announcements by Irish Public Departments be treated only as Government advertising. That fourpence per line be charged for all advertising for public, elective bodies. That all legal advertising be charged for at the rate of sixpence per line, and that no commission be henceforth paid to law clerks or others. That auction advertisements be charged for at the rate of threepence per line, or 2s. 8d. per inch, subject to a commission of 10 per cent. as the maximum. That 15 per cent. be the maximum commission allowed to advertising agents. These prices not to interfere with existing contracts."

The question of commercial advertising was left over, the opinion being expressed that the prices charged depend largely on circulation, but that a substantial increase is imperative. The provision that no commission be paid henceforth to law clerks or others is a much needed reform of a glaring phase of split commission.

The three strikingly topical display advertisements, apropos of the intervention of the United States of America in the war, which appeared in *The Irish Times*, *The Freeman's Journal*, and *The Irish Independent* respectively during Easter week on behalf of Messrs. A. & B. Taxis, Ltd., Portobello, Dublin, were originated and placed by Messrs. McConnell's Advertisement Service, Dublin. The spaces occupied were respectively, twelve-inch-treble column, twelve-inch-four column, and 10-inch-treble column, and in each case a special illustration suggesting the American "atmosphere" was utilised.

Mr. Neville Chamberlain, at the close of last month, received a deputation from the National Printing and Kindred Trades Federation to protest against the reduction in the size of posters and the curtailment of advertising literature. In a written reply to the deputation Mr. Chamberlain said: "I sympathise with the point of view of those who made the protest, and I am satisfied that when they consider alternatives to the action taken they will decide that I acted rightly. It was a choice between posters and food, and I think

the general sense of the community will be on the side of placing food first. Further, I had to consider the possibilities of unemployment and inconvenience if, through waste, the supplies of paper were wholly exhausted. It was also stated that the scheme of National Service was in fact a scheme of industrial conscription. Nothing could be further from the truth. Compulsion would imply penalties to be inflicted by tribunals or courts, and no such penalties are provided under the scheme of National Service."



# FISHBURNERS

*J.H. Fishburner*

**TEXTILE ADVERTISING SPECIALISTS**  
10 - Piccadilly  
**MANCHESTER**

Textile Manufacturers—selling through the Wholesale—  
will find in our **British Textile Syndicate Service**  
the missing link :: :: Particulars on application

## THE BEST S.A. CENTRE . . .

from which to reach the  
South African public is  
Port Elizabeth, the Cape  
importing centre (*vide*  
*Trade Returns*).

Let your selling policy and  
advertising be linked to-  
gether. We can co-operate  
with your Agents.

*Copy Writers, Designers, and  
Contractors for all mediums.*

**White's Advertising Agency**  
City House, or P.O. Box 446,  
**PORT ELIZABETH.**

## THE TABLET

*A Weekly Newspaper and Review*

50% FREE GRATUATION, 50% FREE BY POST. THE TABLET FOR FIFTY YEARS. LONDON: THE TABLET, 19, HENRIETTA STREET, W.C. 1847. Price 1/6. The Tablet, June 1, 1917.

Vol. 128. No. 5,992

Printed at the Press, 1847.

IN ITS  
PROPORTIONATE  
RATIO OF READERS  
TO CIRCULATION  
"THE TABLET" IS  
UNIQUE. AND THESE  
ARE NOT ORDINARY  
READERS BUT A POTEN-  
TIAL PURCHASING PUBLIC

Why not test  
its power?

**THE TABLET**  
19 HENRIETTA ST.  
LONDON · W.C.

Gerrard  
2129

## IN THE PROVINCES



### What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

#### Birmingham.

The advent of spring (in date if not in weather) has encouraged advertising in the local papers to a much greater extent than of late. The drapery firms have occupied more space than usual, one firm (Lewis's) being well to the fore with line illustrations. The B.S.A. and Rudge-Whitworth cycle concerns took their "Easter" space, whilst the Droitwich Advertising Corporation have placed their publicity.

The local retail chemists have, through the "Ucal" Syndicate, occupied a good deal of space, and the members of that enterprising association are, I believe, well satisfied with the efforts of their advertising section to produce more business.

There has been a marked improvement in the display of advertisements lately, owing to the fact that the faults of the kind of paper which the local press have now perforce to use have been realised, and advertisers are taking care that the type chosen is adapted to the quality of the paper. Recently a large advertisement by a well-known firm of chemists absolutely lost all effect by the unreadableness of the "body" of the display, owing to too small and too closely set type being used for that class of paper.

#### Bradford.

At a meeting of the council of the Bradford, Chamber of Trade an ancient grievance which the Chamber believed it had settled some time ago was brought to light by Mr. Pickering, who reported an advertisement in the local Press by a well-known firm of drapers who have recently given up their Bradford branch and who were announcing a show and sale for the public at a leading Bradford hotel. If that sort of thing were renewed, he said, it would be the duty of the Chamber to draw the attention of the Assessment authority to such hotel being a "shop." It was resolved that suitable action in the matter be taken.

The Bradford Advertising Association held their usual monthly meeting on March 29th, when Mr. Arthur Lawis, of the Lawisto Advertising Co., Bradford, gave a lecture on "Successful Advertising." There was a good attendance, and interesting discussion ensued. The following are a few of the chief points of his remarks: Advertising is more important than enlarging your shop window. It is an investment, not an experiment. It is not a luxury, but a necessity. It works the whole clock round. It reaches more people in a day than a traveller can do in a year. It costs

money to advertise, but it costs more to try to do business without advertising. By advertising you can reach the public out of business hours. Advertisement lantern slides at cinema halls are very successful and attractive, because they reach the people when their minds are most at leisure and they are seated comfortably facing the advertisements with nothing to distract their attention. By this method it is within the means of the smallest shopkeeper to advertise his wares with advantage. Persistent advertising is the only method that pays. You can't do without the sustaining power of publicity. Your advertisement is your arrow; let it be as sharp and bright as possible. Judicious advertising always pays. The idea of advertising is to get new customers, but it is for you to look after the repeat orders.



MR. A. E. BARKER

#### Edinburgh.

We reproduce a photograph of Mr. A. E. Barker, advertisement manager of the North British Rubber Company, Ltd., Castle Mills, Edinburgh. Mr. Barker has had a long and varied career as an advertisement manager, which he started in Coventry some 20 years ago, and he is to-day one of the most popular advertising men in Scotland. His paper, "Some Canvassers I Have Met," was the success of the session when read to the Scottish Advertising Association in March, and as a copy-writer he has few equals north of the Border.



## BUSINESS TO-DAY IS ONE CONTINUAL FIGHT AGAINST DIFFICULTIES—TO FIGHT AND WIN IS A GREAT THING—BUT A GREATER IS TO REAP THE FULL BENEFIT FROM YOUR VICTORY

**I**F the War has taught us anything, it is the vital importance of organised preparation.

Without effective organisation successful business operations will in future be impossible, and accordingly in the Chadwick Service we are introducing a scheme for manufacturers, departmental stores, etc., which will provide a solution of the most pressing of present and after-war selling problems.

Our extensive knowledge of retailers' advertising enables us to approach the subject

from an entirely new point of view—that of the actual salesman. We take the selling scheme right through from the first introductory campaign to the trade, to the retailer's local campaign of window displays, press, etc.

The aim of every Chadwick campaign, drawing, write-up, and window display is to **SELL**. We are splendidly equipped and have one of the most complete systems for postal advertising in the country.

Our representative will be pleased to call and explain our methods. They will interest you, for they are as individual as they are effective. Drop us a card or 'phone us to-day

### CHADWICK'S SERVICE

BUSINESS AND PUBLICITY ORGANISERS  
PUBLICITY HOUSE, BUCKNALL STREET  
NEW OXFORD STREET, LONDON, W.C.2

Telephone No. - GERRARD 9646

Directors:  
ARTHUR  
CHADWICK  
E. W. BELL  
AUSTIN  
KNIGHT

**"A.W."**

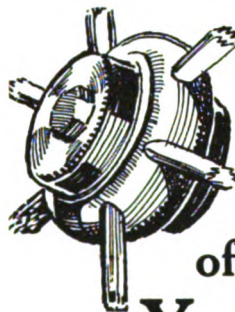
### Professional Bureau

GOOD LAY-OUT MEN AND  
COPY WRITERS ARE  
WANTED AT ONCE BY  
SEVERAL LARGE AGENCIES.

BUREAU MANAGER  
ADVERTISING WORLD

#### EXPERIENCED LAY-OUT CLERK REQUIRED in Studio of well-known Advertising Agency.

Must be able to specify the exact size and style of type suitable for a given advertisement and in a given space. Commonsense business man who can control details and small staff preferred. Ex-newspaper compositor might find splendid scope for developing advertising instinct. Salary according to proved ability.—Write, giving full particulars of experience, age, etc., with specimens of work (which will be returned if required), to "Progressive," Box Agency, THE ADVERTISING WORLD, Sardinia House, Kingsway, London, W.C.



# The Hub

of Industrial  
**Yorkshire**

is just where the  
*Brighouse Echo* and  
the *Elland Echo*  
predominate as the  
popular newspapers



Advertising rates and other information from  
PUBLISHERS, PARK STREET, BRIGHOUSE



**The Last Week**  
of the Big Saving Opportunity

To-morrow (Saturday) and all next week our negotiations will be aimed at the utmost, for we are in the last week of the Big Saving in Men's and Boys' Clothing. Good well-cut clothes—such as Hyam's have built their 50 years reputation on—are to be sold at actually less than today's selling price. This is the last Saturday but one. And you have only to glance at the prices of the "Special Offers" listed below to see to them what the "Saving" means to you. Call without delay! The "Special Offers" are printed. You will not be missed to buy.

**THE LAST WEEK**

—here are strong, serviceable Suits for Boys and Youth's priced at actually less than manufacturers' cost

<b>KENSINGTON SUITS</b>	<b>NORFOLK SUITS</b>
Boys' Suits, 3/6 to 5/6	Boys' Suits, 3/6 to 5/6
Youth's Suits, 4/6 to 6/6	Youth's Suits, 4/6 to 6/6

**Bargains for Men**  
we say frankly—buy now and save. Clothing less than cost

<b>MEN'S OVERCOATS</b>	<b>MEN'S SUITS</b>
Overcoats, 12/6 to 18/6	Suits, 12/6 to 18/6

—an Odd Pair of Trousers are useful  
**MEN'S TROUSERS—WELL CUT**

—established over half a century

**B. Hyam**  
124-126 High Street  
EDINBURGH

**CARRIAGE PAID**

### A WELL LAID-OUT DISPLAY

### Halifax.

The story of the almost world-wide advertising of Mackintosh's toffee was told by Mr. John Mackintosh himself at the meeting of the Halifax Business Club last month. Mr. Mackintosh having observed that it was best to start in a small way with advertisements put together by the advertiser himself, went on to say that he advertised on the first day he opened his retail shop. He planned an advertisement to bring people in the shop instead of letting them pass by, and as the result the place was crowded. When a line of 'buses started so that people went into the heart of the town, he opened a stall in the market, and made arrangements with a shopkeeper to sell his toffee. Later he induced other shopkeepers to do the same, and gave up the retail trade. As he developed his business in neighbouring towns, he also developed his advertising, eventually making it national. Referring to schemes of advertising which he had adopted, he mentioned sending a tin of toffee by post to every M.P. on the opening of Parliament; also a scholarship scheme, in which he offered two prizes of £40 each, one for a boy and the other for a girl. The girl who won the

prize was now private secretary in a big advertising office. Another scheme was the offer of a cottage house or £250, for most coupons returned from a certain packet of toffee. He also introduced a post-card scheme, and these schemes put 30 or 40 tons a week on to the sales. In hundreds of council schools about the country he had advertisements, and he had 500 signs on the railways. To cover the country properly about 20,000 signs were required, but the war had prevented an extension of this method of advertising. He had now built up a business in 42 foreign countries.

### Manchester.

Under the auspices of the Art Gallery Committee of Manchester, in conjunction with the Design and Industries Association, London, an exhibition of design and workmanship in printing has been held in Manchester, closing on the 21st.

The Design and Industries Association aims at the development, improvement, and extension of British industry through the co-operation of all concerned in manufacture. It accepts the modern application of machinery in manufacture, and seeks to extend the influence of design so that all articles, even those for commonest use, may be made with the consideration of fitness and economy which renders workmanship beautiful.

The exhibition was, we believe, the first devoted to printing and posters which has been held in the Manchester Art Gallery, though the Design and Industries' Association has already held similar displays in London, Liverpool, Leeds, Edinburgh, and Leicester.

At the opening ceremony Mr. Joseph Thorp, so well known for his admirable drawings for advertisement purposes, gave an address on the aims and methods of the association, appealing to Manchester to do its utmost to aid the endeavour to cultivate a true sense of fitness and beauty in design and workmanship.

The display was of a very interesting character, showing a high standard of work. Among the exhibitors were Messrs. Taylor, Garnett, Evans & Co., Messrs. Norbury, Natzio, and Messrs. Osborne Peacock. Several posters for the Underground Railway Company, London, and for the L.G.O.C. were displayed, and were greatly admired.

At a meeting, on April 4th, in connection with the Exhibition a valuable address was given by Mr. Frank Pick, the commercial manager of the Underground Railway Company. "People," he said, "needed to look nearer home for the beauty in life, and art should attempt to reveal the ideals and aspirations, the knowledge and understanding of man in and through the common things of everyday life."

The effects upon circulation of the increase in prices of the popular daily newspapers in this district cannot yet be definitely ascertained, but it will probably be found to have told upon the advertising section in a less unfavourable degree than had been feared in some quarters.

## SUBSCRIBERS' ADVERTISING

**MORREY'S EFFICIENT PROSTHETIC DENTISTRY**, of Crewe, Nantwich, and Sandbach, send us a copy of their booklet entitled "Teeth and their Attention." It is excellently produced, and quite the most attractive booklet relating to dentistry that we have seen for a long time. Running to eight pages and covers, the booklet measures 5½ inches by 6 inches, being printed on a white ripple surface paper. The letterpress, in 14-point Caslon Old Face, widely leaded, is printed in black, with well-designed decorative borders in blue. The embossed title of the brochure is also printed in blue, and dainty finish is given by a fastening of pale blue cord in place of stitching. The production reflects great credit on the firm from which it emanated, and on those responsible for its get-up.

**THE COVENTRY PROGRESS CYCLE AND MOTOR CO.**, Coventry, forward us a copy of their sixteen-page catalogue of the Progress Cycles. It is printed on a pale primrose paper with glazed surface, and

stitched along the narrow edge. The numerous half-tone blocks of cycles and accessories come out very well. The specifications and other matter are printed in black, with a decorative border in a shade to match the paper, though deeper in tone. A linen grain paper of a pale buff hue is used for the cover, with panel in deep blue grey as background for the title, while some decorative detail is printed in a deeper shade of buff. The whole production is turned out in very workmanlike style and with great taste.

**MR. BEPIN V. BASU**, Calcutta, sends us several specimens of newspaper and booklet advertising for his hair restorer and perfumes. In many cases judgment and taste have been displayed in the lay-outs and choice of type, but a high standard has not always been attained. The advertisements are in English, which just occasionally is a trifle at fault, with a reluctance to use enough commas. The illustrations are for the most part good, but one we think is borrowed.

## BUSINESS GOING OUT

The Ship Canal Portland Cement Manufacturers are placing direct their advertising of the Ellesmere Port limestone meal.

The advertising of **Lena-Lastik**, a ribbed woven underwear, has been entrusted to Messrs. **W. S. Crawford** by the proprietors, whose address is **Nasledge Works**, South Wigston, Leicester.

The advertising of the **British Seedtape, Ltd.**, is being placed by the **A. J. Wilson Agency**.

**Messrs. Pratt & Co.** are placing the advertising of **Melah**, the new food.

The advertising of the **Silver Thimble Fund** has been entrusted to **Messrs. W. H. Smith & Son**.

**Messrs. Samson Clark** are undertaking the publicity for **Prout's Dubbin**, on behalf of the owners, whose address is **Regent Works**, **Graham Road**, **Acton, W.**

Fairly large spaces for the advertising of appeals to enrol in the **County of London Motor Volunteers** have been taken in a good many papers.

The advertising by **Messrs. W. Aumonier & Son**, 84 **Charlotte Street**, **Fitzroy Square**, of their memorials, shrines, and rolls of honour is being undertaken direct.

**Messrs. Barker, Drabble** are responsible for the advertising of "**Shorthand in 3 Days**" for **Dutton's National Business College**, **Skegness**.

**Messrs. Lunn & Dodson**, **Horncastle, Lincs.**, are taking space to advertise their bacon. The advertising is in the hands of **Messrs. Hannaford & Goodman**.

Fairly large spaces have been taken by the **Vitie Co.**, 30 **St. Ann Street**, **Manchester**, to advertise the **Vitie Rod**, described as "a new force" to stimulate human powers.

The **War Victims Relief Committee** of the **Society of Friends** placed direct the advertisements of the fund they are raising.

**Messrs. Pratt & Co.** are responsible for the advertising of **Petal Dust** for the **Rosmarine Company**, **London, S.E.**

The **Ancona Motor Company**, 78-82 **Brompton Road**, **S.W.**, have taken fairly large spaces in which to advertise their **Wallis Farm Tractor**. This publicity work has been entrusted to **Messrs. A. J. Wilson**.

**Maxsons**, costumiers, of **Coventry Street**, **Piccadilly**, have been advertising a good deal lately in the high-class papers, the work being in the hands of **Messrs. Chas. Pool & Co.**

"**Brain Power**," the house organ of the **Pelman Institute**, in a recent issue propounded the following "question for Parliament": Is it in the national interest that "luxury" advertising should be accorded space—sometimes to the extent of whole pages in the dailies and weeklies—to the exclusion of advertising such as that of the **Pelman Institute**,

which is widely recognised as having a most important bearing upon the present and future efficiency of all sections of the community? Educational advertising is rarely seen; whilst expensive furs, musical instruments and businesses specifically indicated by **Mr. Neville Chamberlain** as "non-essential" are still extensively advertised. *Why?*

# COMPANY MEETINGS AND REPORTS



## MESSRS. CASSELL & Co.

The report submitted to the annual meeting on the 29th ult. showed a profit of £23,856 for the year, more than double the amount earned in the previous year. The directors recommended a dividend of 3 per cent., less income tax. This absorbed £11,932, and the balance was devoted to various reserves.

## MESSRS. DICKINS & JONES.

The net profit for the year amounted to £54,700, showing an increase of £24,025. A dividend was declared of 5 per cent. on the cumulative preference shares for the year and for the half year 6 per cent. on the ordinary shares, making on the latter 5 per cent. for the year. £27,552 was brought in and £38,340 carried forward. Sir Richard Burbidge, Bt., presiding at the annual meeting, said the fact that last year's trade showed a very large increase was highly satisfactory considering the limited space of the present premises.

## MESSRS. D. H. EVANS.

The statement of Sir Alfred J. Newton, Bt. at the annual meeting of Messrs. D. H. Evans and Co., showed that the accounts were entirely satisfactory. A dividend of 12½ per cent. was paid on the ordinary shares.

## THE FINANCIAL TIMES.

For the year 1916 the profit balance amounted to £44,254, including £24,091 brought in. A dividend of 5 per cent. was declared and £26,978 carried forward.

## "THE FINANCIER AND BULLIONIST."

The statement of the Chairman, Mr. R. J. Barrett, at the annual meeting, showed that the company had sustained a loss of £3,467 during the year, and had now an adverse balance of £920 in profit and loss account. The greater part of the losses had been incurred in the second half of the year. The revenue for 1916 showed a considerable advance over that for 1915. The losses for 1916 were about £2,500 less than in 1915.

## "THE FREEMAN'S JOURNAL."

The report presented at the annual meeting of the company owning this paper, held on March 30th, reviewed the great difficulties of the past year, caused by the destruction of the

premises in the Rebellion. Compensation to the amount of £60,283 had been allowed by the Property Losses (Ireland) Committee. The directors strongly protested against the reduction of their claim for £102,940. The report, which was adopted, also expressed satisfaction at the success of the company's re-organisation scheme.

## GOLDSMITHS' AND SILVERSMITHS' Co.

The preference shareholders in this company receive 5 per cent., and the ordinary shareholders 2½ per cent., and £20,596 is carried forward to the new profit and loss account. The gross profit was £87,292, being £21,628 more than in the previous year.

## INTERNATIONAL LINOTYPE.

This company have declared a final dividend of 3½ per cent., making 6 per cent. for the year as against 5½ per cent. last year.

## MESSRS. LEVER BROS.

Sir Wm. Lever, presiding at the annual meeting of Messrs. Lever Bros., said the profit and loss account showed an increase of profits of £39,000. The sales in 1916 had been not only the greatest on record but showed the greatest increase on previous years they had ever had.

## MESSRS. JOSEPH NATHAN & Co.

Speaking at the seventeenth annual general meeting of the shareholders, Mr. Louis J. Nathan referred to the manufacture of "Glaxo," saying they were supplying substantial quantities to the War Office, which had recently increased its orders. Last year's trade was satisfactory. Since the financial year closed two new "Glaxo" factories had started in New Zealand. Warm thanks were accorded to the staff, special reference being made to the "Glaxo" department in which, said Mr. Maurice Nathan, everything had been extremely satisfactory.

## MESSRS. ODHAMS.

The profit for the past year amounted to £21,400, as compared with £21,100 in 1915. The ordinary dividend was reduced from 8 to 7 per cent., as against 9 per cent. in 1914. After setting apart various sums for depreciation, £13,700 was carried forward, as against £13,500 brought in.

## A "Corking" Good Idea.

THE INGERSOLL CLUB—an organisation run for and by employes of the Ingersoll Watch Company, Ltd.—held a house warming at the Cripplegate Institute on March 30th to commemorate the inauguration of the club.

The programme consisted of a cover of sheet cork, printed from a block and letterpress. The inside pages were printed on wood veneer, and the reading matter was in

keeping with the novelty of the stock. The merry-makers danced the "Radiolite," "Waterbury," and other waltzes. Doubtless they enjoyed the "Ingersoll" lancers, and we can almost see the "Ingersoll" girls doing the Veleta "Triumph."

On the cover, the promoters suggested in a facetious paragraph that the programme was "produced out of their own heads," which goes to prove that they possess humour as well as brains.

# CHANGES IN THE ADVERTISING FIELD

Mr. G. H. Grimaldi has been selected from a large number of candidates to fill a vacancy on the literary staff of the W. H. Smith



MR. G. H. GRIMALDI

Advertising Agency. Mr. Grimaldi is now acting as understudy to Mr. C. Maxwell Tregurtha, who is shortly joining the colours. Mr. Grimaldi has a sound knowledge of advertising craftsmanship gleaned in the course of his experience with Smith's Advertising Agency, Messrs. A. J. Wilson & Co., and the Carlton Auxiliary. His work is not of the sensational order. It displays sober, convincing salesmanship, logical development of ideas, and the subtle power of creating for a campaign an atmosphere characteristic of the proposition itself. This is proved in the copy he has written (before joining the W.H.S. Agency) for the Ryder's Seeds campaign, which we have more than once commended in these pages.

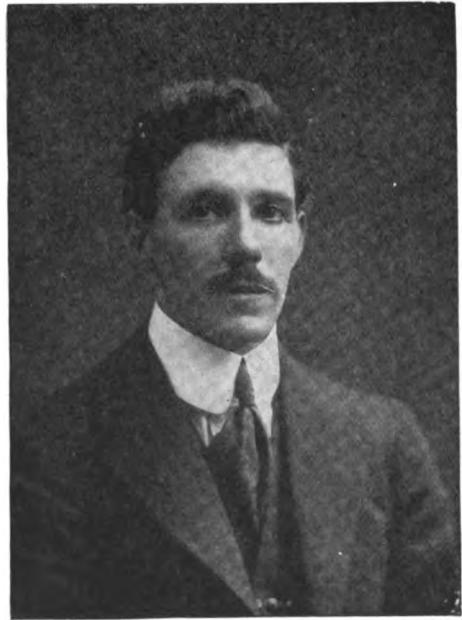
Mr. D. Paton, of the Princes Street Station of the Caledonian Railway Company, has joined the staff at the office of the superintendent of the line at Glasgow to take charge of the advertising department.

Miss D. M. Tucker, who was for several years with Freeman's Advertising Agency, is now controlling the business of Messrs. Harradence & Eaton, of Manchester, both partners being on active service.

Mr. Charles K. Sugden, who for six years has managed the advertising interests of the Orchestrelle Company, has been appointed a director of that concern and of its various subsidiary companies.

*The Sphere* in a recent issue published three of a series of Russian war-loan posters which had been sent home by Mr. Scotland Liddell, the paper's special correspondent

Mr. A. Coker, whose portrait we reproduce, is the advertising expert to Messrs. Thos. Parsons & Sons, 315-17 Oxford Street, and he has now joined the Navy and is stationed at the R.N. Barracks, Chatham. Mr. A. Coker has made a great reputation as a salesman and advertising expert with Messrs. Thos. Parsons & Sons. Not only are the advertisements he has created of a peculiarly attractive character, but the wonderful window displays which have been exhibited at Messrs. Parsons' show-rooms have been very favourably commented on for the last twelve months. Our readers will recall that the advertising of Messrs. Thos. Parsons & Sons was the subject of an article in our issue of September, 1915, when reference was made to Mr. Coker's fine work for the firm.



MR. A. COKER

Mr. J. Black has taken over the control of Messrs. Witherby's advertising department. Mr. Black served his apprenticeship to advertising with the Osborne-Peacock Agency, and then for some time was on the selling staff of Messrs. R. J. Lea, Ltd. ("Chairman" tobacco). Next he became a director of the British branch of the largest of the Scandinavian advertising agencies, and more recently has been with Messrs. Odhams, in their advertising department.

in Russia. Mr. Liddell says of them that "they were simple in design, and show great taste in both drawing and colouring."



## ITEMS OF INTEREST

Two prominent Sheffield newspaper men have just had recognition of their services conferred upon them by being placed on the Commission of the Peace—Councillor G. E. Stembridge, of *The Sheffield Telegraph*, and Mr. W. W. Chisholm, editor of *The Sheffield Independent*.

The death occurred on March 23rd of Mr. D. Watkin Thomas, director and general manager of *The Western Mail*. Mr. Thomas, who was born in 1859, entered the offices of *The Mail*



THE LATE MR FRED. AKERMAN

to whose much regretted death we referred in our last issue.

as a junior clerk, and worked his way up through various posts until in 1910, when secretary and general manager, he was elected a member of the board of directors.

A new private company with a capital of £50,000 has been formed to take over the business of printers and publishers of *The Observer*. The first directors are Major Waldorf Astor, M.P. (permanent governing director, subject to holding 25,100 shares), Mr. R. Grant and Mr. J. L. Garvin. The registered office is at 22 Tudor Street, E.C.

Messrs. Benn Bros., Ltd., proprietors of *The Cabinet Maker* and other papers, have removed from Christopher Street, Finsbury, to 8 Bouverie Street, E.C.

*The Athenæum* has been purchased by Mr. Arnold Rowntree, M.P., and has undergone considerable change.

The will has been proved at £207,931 of Mr. Frank Debenham, of Messrs. Debenham & Freebody, now Messrs. Debenhams, of which he was chairman until 1912.

Largely owing to the advertising of the town by the Town Advancement Association, the number of empty houses in Richmond, Surrey, which was 572 when the Association started, is now only 182.

With its May issue the price of *The Connoisseur* will be increased to one shilling and threepence.

*The Belfast News Letter*, Ltd., has been formed with a capital of £30,000 to acquire and publish *The Belfast News Letter* and *The Belfast Weekly News*.

The will has been proved at £1,007,165 unsettled estate, of Mr. Francis Reckitt, of Butler's Court, Beaconsfield, joint chairman of Messrs. Reckitt & Sons, manufacturers of the widely advertised "blue" which bears their name. Among large fortunes left by other proprietors of much-advertised commodities were those of Sir Joseph Beecham, whose will for the purpose of probate was sworn at £1,000,000, Mr. G. Taylor Fulford (Dr. Williams' Pink Pills), £1,311,000, and Mr. J. Crossley Eno (Eno's Fruit Salt), £1,611,607.

A very instructive paper on "Means of London Transit" was read by Mr. John C. Mitchell, treasurer to the Underground Railway Companies of London, at the Operating Department Efficiency meeting of the London Underground Railways and L.G.O.C. group. The meeting was held on March 26th at the L.G.O.C. training school, Milman Street, Chelsea. Mr. Mitchell's address consisted of an historic review of the subject so far as omnibuses, railways and tramways were concerned, and was illustrated by many slides. Mr. J. P. Thomas, general superintendent of the L.G.O.C., afterwards outlined a number of directions in which development in the future should take place.

Messrs. E. G. Berryman & Sons, printers, Blackheath Road, S.E., forward us a copy of a booklet they have issued, which is designed to meet half-way the Continental decimal system. The basis of the idea is that whereas the British pound (money) is known almost all over the world, shillings and pence are not so readily understood, and therefore it is proposed that the price of a British article on sale in or for a foreign market should be expressed in pounds and decimals thereof instead of in pounds, shillings, and pence. Thus an article, the price of which is 9s. 8d., would be expressed as .48333. Various tables are given for the conversion of values by this means. The idea is ingenious, and the booklet daintily produced.



## NOTES ON MEDIA

**THE Empire Number of *The Manchester Guardian*, published in connection with the meetings of the Imperial War Conference, deserves to be kept for its permanent value, because the articles it**

**contains will be of lasting value to all those who have business relations with the Dominions overseas. Thoughtful and informative, and written by those who know their themes, the essays cover a wide field. The number, which extended to 72 pages, carried a fine show of advertisements, many of them in their decorative borders being very fine examples of typographical display.**

**MESSRS. HULTON's well-known Sunday paper *The Umpire* has been re-christened *The Empire*, the change having taken effect at the beginning of the month, when the title-page conveyed the**

**notice of the alteration in the following terms: "*The Empire*: The great national newspaper, with which is incorporated *The Umpire*." The change, we were also told, had been in contemplation for a long time.**

***The Bolton Evening News* attained its jubilee as a halfpenny paper on March 19th, and a special number was issued on that day to commemorate the event. The business**

**in connection with which the paper was produced had been started in 1827, and came into sole possession of a member of the Tillotson family in 1850. *The Bolton Evening News* was almost the only halfpenny morning or evening paper in existence at the time in this country. In 1871 the firm's first weekly paper, *The Bolton Journal*, was inaugurated, and then followed the establishment of the series of local weeklies covering the whole of Central South Lancashire. The newspaper literature syndicate was another product of the fertile brain of the head of the firm, and has made the name of "Tillotsons" known almost throughout the world. Is it not a little curious that a firm which owes so much of its success to the advertisements received from other firms should be so reluctant to follow for itself the advice steadily offered to others?**

**IN a recent issue of *The Kinematograph Weekly*, it was stated that the paper had been sold "for what is probably the largest amount ever paid for a British trade journal," and that the new owners would "enlarge, improve, and still further increase its importance as the leading organ of the industry." We understand that**

**the purchasers are Messrs. Odhams. The services of the majority of the present staff of the journal will be retained, but there will be a change of editorship, and in this capacity the services of Mr. Thomas Sapt have been requisitioned. Messrs. Odhams will regularly issue a chartered accountant's certificate to advertisers in their endeavour to prove that the paper very greatly exceeds the combined circulations of all other British film trade papers. Mr. Emanuel will control the advertising side of the paper in addition to the other journals at present under his guidance.**

**AN interesting event in the history of the "service" papers is the amalgamation which took place on the 21st of *The Army and Navy Gazette* and *The Broad Arrow*, under the title of the former publication. *The Gazette* was founded in 1860 by Sir William Howard Russell of *The Times*.**

**THE conductors of *The Christian Herald* are arranging to produce a twenty-four-page number on May 17th, and this, they say, will probably be the last opportunity they will have of accepting up to eight pages of advertisements until the paper restrictions are removed. Since those restrictions came into force, the size of *The Christian Herald* has been limited to eighteen pages, and the advertisements to four or five pages. We believe we are right in saying that these are always full up, and the manager has had to refuse or hold over many advertisements, a fact which speaks well for the popularity of the paper. Advertisers would be well advised to send instructions promptly for the issue of the 17th prox., or they are likely to be disappointed. A glance through the current number shows that it contains many very interesting features. The circulation is nearly 300,000 copies weekly.**

**CIRCUMSTANCES do not permit at the present time of the publication of large special numbers, but the spring issue of *The Car* makes up to a very large extent in quality for what is lacking in quantity. The issue**

**is very tastefully produced and admirably printed. The coloured cover, a page advertisement for the Vauxhall Company, is a delightfully fresh and bright portrayal of that spring which has been so long in coming. Some of the inside pages of advertisements, as well as the back cover, are also in colours. The Crossley page advertisement is a very pretty bit of colour work, and many of the text illustrations are charming, not the least those by the versatile managing director of the paper, Mr. E. J. Burrow.**

# Mr. Chairman and Gentlemen!

## THE PAPER RESTRICTION ORDER

### Meeting of Printers and Advertising Men to Protest against the New Regulations.

ON THE afternoon of March 29th a meeting of users of paper for advertising and printing purposes was held at the Aldwych Club to consider the recent Order in Council known as the Paper Restriction Order, 1917, with a view to obtaining some alteration of the regulation from the Board of Trade. The chair was taken by Mr. Gordon Selfridge, and among the newspapers and firms represented were the following: Acme Advertising Agency, David Allen & Sons, Avenue Press, S. H. Benson, A. P. Blundell, Taylor & Co., Bovril, Burge, Warren & Ridgley, Casein, Cassells, J. Ernest Cheetham, Combino Envelope Co., *The Daily Despatch*, Dixon & Roe, Educational Book Co., *The Evening News*, A. H. Grantham & Co., Mr. Arthur F. Hastings, "Icilm," Johnson, Riddle & Co., D. J. Keymer & Co., A. King & Co., Kodak, T. B. Lawrence, Liptons, London Shoe Co., Marshall Engraving Co., Martins, Stephen Matthews & Co., J. Miles & Co., P. A. Advertising Service, Pickfords, Poulton Bros., Reliable Advertising and Addressing Agency, Mr. J. B. Robertson, Robinson & Cleaver, Rochester, Chatham and District Billposting and Advertising Co., Sells, Mr. A. W. Shaw, George S. Smith & Co., Smith's Advertising Agency, W. H. Smith & Son, Spottiswoode, Dixon & Hunting, Unwin Brothers, L. Upcott Gill & Sons, John Wilson's Successors, Wood, Mitchell & Co., Mr. Edward J. Woods, Woolland Bros., and Mr. Norman Wright.

The chairman opened the meeting by calling on Mr. Arthur Chadwick.

#### THE CASE FOR CONCESSIONS,

Mr. Chadwick, replying to Mr. Hartland Swann, said there had been no concessions that he knew of so far. Extensions of time only had been granted, and the last was issued by the Board of Trade on March 26th. It sanctioned the sending of catalogues, etc., without licence or restriction till April 21st, provided that the printing matter had been placed in hand before March 2nd. He thought the trouble before them might have been obviated if they had had to do with practical business men instead of officials. To oppose the Order was not unpatriotic, for they sought to improve it in the interests of the community. They had had an interview with the President of the Board of Trade, who had promised to consider their case, and they had also laid it before Sir T. Whittaker, of the Paper Commission. Sir Albert Stanley assured them emphatically that it was a question of tonnage. It was not a question of man power or economy or a restraint on extravagant buying. There were primarily three forms of advertising—by

newspapers, by posters, and by direct appeal in the form of circulars or catalogues. The second and third means had now been eliminated by the Order, and hundreds of firms had been injuriously affected, as their businesses were largely or entirely maintained by direct appeal methods of advertising.

#### PAPER CONSUMPTION FIGURES.

It was hardly possible to give an exact indication of the actual weight of paper which would be saved by a strict application of the restrictions, but the following statistics had been furnished and confirmed by experts whose life business it had been to handle figures appertaining to publicity work: (a) There were normally nine million householders in the United Kingdom, of whom not more than one and a half millions (a very liberal estimate) were systematically approached through the post with catalogues, price lists, and advertising circulars. If each of these received eight packages per week (averaging 1 oz.) of advertising matter as above defined, the amount of paper consumed would be something less than 18,000 tons per annum. (b) It was estimated by the Federation of Master Printers and Allied Trades that the amount of paper consumed in the printing of posters did not exceed 4,000 tons per annum. (c) As compared with that it was not possible to give the actual weight of printing paper consumed in this country, but if they took as an illustration the published figures of only six London daily papers, it would be found that they absorbed 60,000 tons per annum. When, however, it was mentioned that there were over 7,750 newspapers, journals, magazines, periodicals, etc., some conception could be formed of its tonnage.

He moved the following resolution: "That in the opinion of this meeting of representative members of the printing, advertising, billposting and allied trades, including also prominent advertisers, held on Thursday, March 29th, 1917, the Paper Restriction Order, 1917, is ineffective and its provisions inequitable.

"This meeting strongly represents that: (1) The Regulations under this Order are not so framed as to secure the maximum saving of paper with a minimum disturbance of trade; (2) the saving effected by these Regulations is not commensurate with the widespread hardship which they will impose; (3) the Regulations detrimentally affect businesses using relatively small quantities of paper while leaving untouched other trades using large and increasing supplies.

"In view of these facts this meeting unanimously calls for the immediate withdrawal

of the Order and the substitution, if necessary, of fresh regulations which shall effect the purpose intended by imposing an equal burden upon all the trades and businesses concerned, with due regard to its effect upon a very large section of the nation's commerce, both now and in the future."

Concluding, Mr. Chadwick said they were out for fair play and equality of sacrifice.

Mr. G. Poulton seconded the resolution, saying the Order was a new departure, for hitherto all Orders had aimed at the source of supply. He thought Sir Albert Stanley had been surprised at the extent to which the Order would interfere with business. The burden, added Mr. Poulton, should fall equally on the shoulders of all. He thought very few persons realised what the regulations meant. The business of poster printers and billposters was practically gone and the money invested in it imperilled. There were 90,000 printers in the United Kingdom and approximately half of them would be out of work. Newspapers

could use their tonnage and the other parties concerned claimed to be allowed to do the same.

Mr. Hartland Swann moved as an amendment that in the preamble the words "is ineffective and its provisions inequitable" should be omitted and the following substituted: "that the Order tends to injustice."

In the course of discussion which followed two gentlemen expressed their opinion that the object of the Order was to restrict the sale of what the Board of Trade regarded as fripperies.

The chairman considered that the Board of Trade regarded newspapers as essential for the presentation of news and they must remember that fact if they expected to carry weight with the Board.

Mr. Hartland Swann's amendment was carried, and after the consideration of other amendments the resolution was carried with the omission of the words "while leaving untouched other trades using large and increasing supplies" from the third clause.

## SALES MANAGERS' ASSOCIATION

### The Metric System.

THE DECIMAL coinage and metric system received the unqualified approval of the Sales Managers' Association at their 60th meeting and dinner held at the Holborn Restaurant last month, under the chairmanship of Mr. W. B. Robertson.

Mr. E. C. Barton, who initiated a discussion on the subject, pointed out its many advantages, particularly in securing simplicity, both for home use and in our business relations with other countries, nearly all of which had adopted the metric system. To some extent we had already done so ourselves.

Mr. P. Emanuel said most people were decimal enthusiasts and naturally talked in tens and twenties. He was never more assured that the decimal system was right than during the present paper crisis. He had known men earning £10,000 a year to spend over a quarter of an hour working out what the cost of a ream of paper would be at 8½d. or 3½d. per lb.; he had seen others waste three or four hours in working out a problem which could have been done quite easily by the metric system.

Mr. R. Mander, a member of the Walthamstow District Council and chairman of the local Advisory Committee, said that nearly everybody he spoke to agreed that the metric system must come soon. There was a large consensus of opinion in favour of the change, and no better time could be chosen than the

present. If the Government would make up its mind the change could be effected in a week.

Mr. Daniells also spoke in support of the system.

Mr. F. R. Jones, a previous secretary of the Association, said one had only to go to America to see the "horrible muddle" which the English weights and measures made. He hoped we should have the change soon. It was certain we could get into the overseas markets more quickly with a simplified system.

The chairman said the decimal system was a selling proposition, and it was the duty of the Association to get the people to adopt it. The metric system was the Channel Tunnel for the war after the war, and if we failed to adopt it now it might be too late or too costly to recover our position in the world's markets. He was perfectly certain that the cost would not stand in the way of its adoption. He moved a resolution advocating the proposed change.

Mr. Hadley seconded the resolution. As Empire-makers we should remember that the part of our Empire which sooner or later would be the most powerful was Canada, and the fact that she had freedom to enter a country using decimal coinage was another argument for our adopting the metric system quickly.

The resolution was carried unanimously.

## THE ALDWYCH CLUB

MR. T. B. LAWRENCE and the committee of the Debating Circle of the Aldwych Club display a wide range of sympathy and interest in choosing subjects for consideration at the after-lunch discussions, and the result is to secure speakers who handle most effectively topics of great importance and very diversified in character. It has, we believe, been said of the committee that their choice of themes

for debate has been rather on the serious side, and it was for that reason, perhaps, that they asked Mr. R. G. Knowles, the famous comedian, to address them at the meeting on March 21st. Though Mr. Knowles' address was by no means lacking in serious interest, it was full of delightful humour and kept a crowded audience in hearty laughter. A wonderful raconteur, he told stories, comical and some-

times pathetic, with the keenest appreciation of their points, his subject being "The Original Seven (Jokes) and their numerous descendants." Mr. Samson Clark presided.

On the 27th ult., Mr. T. C. Elder, of the British Empire Producers' Organisation, spoke on "Brains and Business." Mr. Theo. Feilding presided in the absence of Mr. H. Holford Bottomley. Mr. Elder's organisation, it may be observed, is concerned with the promotion of production, manufacture and trade with the sole object of making the British Empire self-supporting. The speaker urged in particular that the three things that counted for business success were brains, experience, and energy. For the first, he said, there was as much room in business as in any other calling, but it was a question whether there was as much originality in business as there ought to be, the tendency being rather to overrate the value of experience and play for safety. In business they must give more scope and provide for more rapid promotion. Also there must be better selec-

tion if we were to hold our own. Two of the qualities needed by an eminent business man were the power of interpretation and of expression. Touching the position of the worker, Mr. Elder urged the importance of encouraging his imagination that he might take more interest in his work. For the employer there was needed the synthetic rather than the analytic faculty, because people were too apt to see the difficulties in the way of a scheme.

An extraordinarily interesting hour was spent by the members on the afternoon of April 3rd, when Mr. Geoffrey Pyke, author of *To Ruhleben and Back*, and manager of *The Cambridge Magazine*, spoke on his experiences in Germany just after the war broke out, with especial reference to his escape from Ruhleben. Mr. Pyke is a raconteur of quite exceptional power, and for a full hour he held the crowded audience spellbound with a vivid description of his remarkable adventures. Mr. C. F. Higham presided.

## THE ASSOCIATION OF ADVERTISEMENT MANAGERS

THE ANNUAL general meeting of the Association of Advertisement Managers of the London and Provincial Press was held at the Aldwych Club on March 29th. Mr. Geo. Wetton, after ten years' loyal service, resigned his position as president, much to the regret of all the members. In doing so, he thanked them for their comradeship, geniality and kindness during his long term of office. Mr. E. T. Nind, of Messrs. C. A. Pearson, Ltd., who has been vice-president for a number of years, was unanimously elected president for the ensuing year, and Mr. Geo. Sparkes, of *The Bystander* and *Graphic*, was unanimously

elected vice-president. Mr. F. Osborne, of *The Windsor Magazine*, was appointed hon. secretary, and Mr. A. Bettany, of *The Western Morning News*, hon. treasurer.

The following gentlemen were elected on the Council of Management: Messrs. G. Wetton (*Daily Express*), A. Richardson (*Daily Chronicle*, L. Kaufman (*Truth*), J. Warburton (*Daily Graphic*), W. B. Robertson (*London Magazine*, etc.), P. Emanuel (*John Bull*), H. C. Paterson (*Yorkshire Post*), G. E. Perman (*The Motor*), A. Hodges (*Family Herald*), A. Shewin Thomas (*The Schoolmaster*), F. Johnston (*Liverpool Post*) and M. Blythe (*Hull Daily News*).

## NATIONAL ADVERTISING SOCIETY

SIR GEORGE RIDDELL presided on April 2nd at the annual meeting of the National Advertising Society and General Benefit and Benevolent Institution, which was held at Anderton's Hotel.

Mr. C. D. Fastnedge read the report of the committee, a summary of which appeared in our last issue.

The Chairman, in moving the adoption of the report, referred to the large number of persons engaged in the business, and urged upon everyone to join the institution, if not for their own benefit then for the good of others. He approved the pension scheme, and said the society in its short life had already done much good. The healthy state of those engaged in advertising was borne out by the fact that during the year the only claim for sickness on the voluntary side amounted to 10s. The fund on both the voluntary and State sides was very strong.

The report was adopted.

The question of giving the society more publicity, particularly in the provinces, was dealt with, and the matter referred to a committee.

The officers for the ensuing year were

elected. Replying to a vote of thanks for presiding, proposed by Mr. Fastnedge, Sir George Riddell said it was hoped to have the first election for pensioners in July, and nominations were now invited.

The committee have prepared and issued a very attractively got-up folder, setting forth the advantages of the pension scheme in connection with the society. We earnestly commend it to the notice of all men and women engaged in advertising. If they have not received a copy they should apply for one to Mr. G. Swinden, 61 Fleet Street.

### The Association of Advertising Women.

THE NEW session of the Association of Advertising Women opened on April 2nd, with a very interesting lecture from Mr. E. S. Daniells, Managing Director of the Ingersoll Watch Company, on "Radium and Its Use Commercially as Applied to Radiolite Watches." The next meeting of the Association of Advertising Women will be on May 7th, at the Connaught Rooms, Great Queen Street.

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending March 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

WIDERS OF COLUMNS: 23 lns.; *Telegraph*, 23 lns.; *Mail*, 23 lns.; *Mirror*, 23 lns.; *Daily News and Leader*, 23 lns.; *Express*, 23 lns.; *Chronicle*, 23 lns.; *Daily Sketch*, 23 lns.; *Telegraph*, 24 lns.; *Post*, 23 lns.; *Telegraph*, 24 lns.; *Post*, 23 lns.; *Graphic*, 14 lns.; *Mail*, 22 lns.; *Mirror* 13 lns.; *Daily News and Leader*, 21 lns.; *Express*, 22 lns.; *Chronicle*, 19 lns.; *Daily Sketch*, 13 lns.

## THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917. Mar. 1	15	8½	7½	8½	10	12½
8	9	9	7	8½	10	7½
15	9	9½	7½	8½	10½	9½
22	9	6½	7½	8½	10½	9½
Total ...	42	33½	29½	33½	38½	38

## THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bytander	Tailor	Land & Water	Graphic	Sphere	Field	Punch	Illustrated London News	Sketch	Queen
1917. Mar. 1	35	19½	28	20½	18	9½	9½	15	Full	10	16½	46
8	37	20½	36	18½	14½	9½	18½	17	Full	10½	17½	23
15	34	19	42	20½	18	45	9½	14	11½	9½	16½	25
22	33	44	35½	28½	15½	9	10½	20½	11½	11½	18	27
Total	139	103½	141½	88½	65½	72½	47½	66½	52½	41½	68	121

## THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer	Sunday Times	News of the World	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	The Empire
1917. Feb. 25	D. 41	C. 32½	D. 17½	C. 17½	C. 13½	C. 11½	D. 16½	D. 17½	C. 18
Mar. 4	41	4½	34½	8	2 17½	16	14½	16½	118½
11	41	4½	34½	9½	2 17½	15	17	16	17
18	40	4½	34	10	2 18½	13	19½	17½	17
Total	163	18	135½	38	44½	9	70½	61½	68

WIDEN OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2 & 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins.; LANCET, 2½ ins.; Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 19½ ins.; Dispatch, 22 ins.; People, 18 ins.; Reynolds's, 24½ ins.

## THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
1917. Feb. 23	D. 11½	C. 2½	D. 11½	C. 2½	D. 11½	C. 2½
24	12½	4½	11	5½	5½	8
26	12½	7½	12½	9½	7½	5
27	11½	7	7	10½	10½	10
28	12½	3½	7½	8½	8½	8½
Mar. 1	11½	7½	12½	7½	8½	7½
2	12½	12½	15½	14	9	7½
3	12½	5	3½	4½	2½	11½
5	12½	6½	12	7½	5½	12½
6	12½	5½	11½	10	8½	11½
7	12½	4½	9½	5½	9½	10
8	12½	8½	14½	10½	9½	10½
9	12½	5½	8½	10	9	14
10	12½	6	9½	10½	4½	3½
12	12½	2½	7½	10½	6	14½
13	12½	6½	9½	10	7½	11½
14	12	5	6½	7½	6½	8½
15	12½	4	8½	5½	9	2½
16	12½	6	8½	5½	5½	4½
17	12	6½	8½	2½	11½	3
19	10½	7½	7½	7	11½	4½
20	11½	7	8½	8½	11½	2½
21	10½	5½	10	6½	9	11½
22	11½	5½	9½	5	7	11½
Total	284½	19½	230½	189½	187½	223½

WIDEN OF COLUMNS: Evening Standard, 2½ and 3½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 4½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.



## THE POPULAR MONTHLIES—MARCH

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
57½	36½	44½	30½	16½	18	28½	23½	25½
<i>Connoisseur</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
37	22½	15½	17	18½	17½	14½	30½	6

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'ld Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
1916												
Feb. 23	1½	2½	10	2½	24	12½	2½	3½	4½	1½	6½	13
24	7½	14	23	3	17½	9½	2½	10	17½	½	9	7
26	3½	3½	10½	5½	28½	15½	1½	3½	4½	3½	7	7½
27	3	3½	10½	7	14	11	6½	4	7	1½	7½	9½
28	5½	4½	10	6½	25½	12½	3	3	5½	5	7	7½
March 1	4½	4	10½	7½	12½	10	7	3	6	1	10	8
2	1½	4½	10½	7½	23½	13	3½	2½	4½	4½	10	11
3	4½	12½	23	3½	16	9½	3½	10	18½	½	9½	7
5	2½	4½	10½	5½	27½	14	4½	3½	4½	½	7½	8
6	2½	2½	10	4½	12½	8½	7½	4½	7½	4½	9½	8½
7	4½	4	9½	5	26½	13	3½	3	4½	3½	6½	8½
8	8	3½	10½	8½	12	9½	8½	3½	5½	6	6	6½
9	1½	2½	9½	5	21	12	4½	3½	4	2½	5	11
10	6½	12½	25½	4½	16½	9½	6½	7½	17	2½	8½	5½
12	2½	4	10	6	26½	14	3½	3½	4½	3	9	6½
13	1½	3½	10	3	11	10	4	3½	6½	2	7½	6½
14	3½	3½	10½	6½	23½	15½	5½	3½	4½	4½	9½	6
15	3½	4	10½	4½	10½	10½	4½	3½	5½	3½	6	6
16	4	3½	10½	8½	21½	15	6	3	4	2½	6½	11
17	5	14½	26½	4	20½	10½	4	9	17	½	10½	5½
19	2	3½	10	3½	28½	15½	4½	3	4½	2½	9½	7
20	3½	5½	9½	5½	11½	9½	8½	3½	6½	2½	5½	8½
21	3	4½	10	8	24	15	4½	3	4½	3½	8	8
22	3½	4½	10½	5	11	9½	4½	3½	5½	2½	8	6
Total ...	90½	130	301½	129½	464½	285	114	103½	173	63½	189½	189½

\* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

# PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small			
1917.																								
Feb. 23	7	4½	15½	6½	7	4½	8	8½	4	7	7	8	9	2½	5	4½	5½	5½	5½	6½	4½	16½	2½	4½
24	7	1½	8½	8½	6½	10	6½	13½	10	7	3½	8	2½	9½	9½	6½	2½	6	2	6	9	3½	7	
26	9½	5	16	9	3½	3½	3	1½	3½	9½	5	8	8	3½	4½	6½	6½	5½	4½	4½	8½	2½	5	
27	5½	4	16½	7	2½	4	5	12½	4	5½	1½	8	10	3	5	5½	10½	5½	5½	15½	5½	9	4½	
28	6	3½	18½	4½	3	4	2½	1½	4	7½	2½	7½	9½	2	5	7½	7½	5½	3½	2½	8½	2½	4	
Mar. 1	3½	7½	16	3½	3½	3½	8	5½	3½	5	1½	7½	10	2½	5½	4½	9½	5½	4½	1½	4½	4½	5	
2	7½	6½	15½	4½	4½	4	6½	9	4	8	7	8	6½	2½	5½	6	7	5½	6	6½	12½	2	5½	
3	—	1	9	2½	5½	9½	1½	14	9½	2	3	8	2½	2½	10	3	20½	6½	3½	3	1	3½	6	
5	5	5	15	4½	2½	4½	3½	4½	4½	4	7½	8	6½	3½	5½	5½	5½	5½	5½	4	4½	4½	4½	
6	4½	4½	14½	5½	4½	4½	3½	2	4½	4½	3	8	13	2½	5½	6½	8	5½	3½	5½	4½	3½	4½	
7	5	3	16½	5½	4½	4½	3½	11½	4½	4	3	8	12½	2½	4½	7	10	5½	3½	5½	4½	3½	4½	
8	5½	4½	14½	4½	4	4½	9½	9½	4	8	4	8	12½	2½	5½	7	8	6	3½	5	4½	2½	4½	
9	4½	4½	13½	4½	5½	4½	10½	15½	4	6½	7	8	6½	3½	5½	3	5½	5	7½	6	15½	2½	4½	
10	2	1½	7½	2	4½	5½	1½	3	3	6½	4	8	5	5	8	5	16½	6	4½	2½	15½	3	6	
12	5	5	13½	7½	4½	4½	1	3	3	6½	4	8	12½	3½	4½	4½	9½	5½	3½	6½	3½	3	4½	
13	3½	2½	14½	2½	2½	4½	7	7½	4½	6½	5½	8	13½	3½	5	5½	5½	4½	2½	4½	8	5	4½	
14	4	7½	16½	6½	4½	4½	3½	5½	4½	3	5½	8	12	3½	5	6	9	5½	4½	5	5½	3	4½	
15	4½	7½	14	1½	3	4½	8	9½	4	9	4	7½	12	2½	4½	4½	8½	5	3½	3½	5	5½	4½	
16	6½	11	13½	5½	5½	5½	2½	3	4	7	7	7½	14	2½	4½	4½	8½	5	3½	4	15	5½	4½	
17	—	1½	8½	3½	7	3	3	9½	7	2	3	8½	9½	3½	8½	3	18½	5½	3	4	4	2½	4½	
19	5½	5½	15½	7½	4½	3	5½	4½	3	5½	5	8	10½	3½	3	5½	8½	3	5½	5½	5½	4	5½	
20	3½	3	14½	1½	5½	5½	7	9	3	5½	5	8	9½	3	4	7½	7	5½	4	5½	8	3½	4½	
21	4	4½	16½	4½	7½	4½	3	2½	3	5½	3	7½	9½	2½	4½	4	8½	4	4½	4½	5	3	4	
22	3½	4	14	2½	3½	4½	2	3½	4½	5½	3½	6	8½	2	4½	6	10½	5½	2½	4½	4½	3½	4½	
Total...	113	114½	338½	118	107½	123½	87½	170½	120½	131½	103	186	225½	68½	133½	123	238	133½	109½	132½	83	178	69½	115

Sizes of Columns.—Northern Echo, length 23½ ins., width 2½ ins. Sheffield Independent, length 23 ins., width 2½ ins. North Eastern Daily Gazette, length 24 ins., width 2½ ins. Daily Dispatch, length 23 ins., width 2½ ins. Irish Independent, length 23 ins., width 2½ ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22½ ins., width 2½ ins. Yorkshire Telegraph and Star, length front page, 21 ins.; inside 23 ins., width 2½ ins.



# The ADVERTISING WORLD

RECEIVED IN THE UNIVERSITY LIBRARY  
OF THE GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION

MAY 1917

PRICE 1/-

## CONCENTRATE on "PUNCH"

**T**RY to think of another paper besides "Punch" which is popular among all the different political parties, religious bodies and other similarly water-tight sections of the public. You cannot—just because none exists. Obviously, then, if you want to *concentrate* there's only one way to do it—in "Punch."

Money so spent is seed sown in rich ground, for the best people read "Punch."

Note the advertisers who *do* concentrate in "Punch" and see if the moral be difficult to draw.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London  
E.C. 4.





Unique service in the North and East Lancashire field is afforded by the "Northern Daily Telegraph" by reason of its net sale being unequalled by the combined net sales of all other daily or weekly newspapers within the area.

And North and East Lancashire holds a thickly populated industrial community, whose wage-earning capacity is hardly equalled by the workers of any other part of the kingdom.

Head Office  
BLACKBURN

London Office  
85 FLEET ST.

## A Subscription to the ADVERTISING WORLD

means something more than paying 2½d. per week for helpful articles and valuable information from successful advertisers. It entitles you to the free services of The Advertising World

## Information Bureau

which can tell you where and how to buy anything used in advertising, and will answer any and every question relating to advertising at home or overseas.

## The Professional Bureau

of The Advertising World has found capable men or women for thousands of advertisers. Its services are confidential, and free to employers.

*The*  
**Advertising World**  
ESTABLISHED 1901  
AW Ltd

Sardinia House  
Kingsway, W.C.

Phone Holborn  
2269



*The Recognised & Only  
Independent Authority  
on British Advertising*

Monthly 10/- per  
Annum

To A.W., Limited, LONDON, ENGLAND

Please send THE ADVERTISING WORLD for One Year  
commencing with \_\_\_\_\_ issue.

Cheque (or Postal Order)\* for 10/- enclosed in payment.

(For Foreign Post, payable by International Money Order, the Subscription is  
12/- per Annum.)

Signed \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address at which Copy  
is to be delivered \_\_\_\_\_

Date \_\_\_\_\_

\* Treasury Notes should not be sent unless registered.

# Uaigwa 1911



**WANTED!****BACK NUMBERS  
OF  
*The Advertising  
World***

We particularly desire to obtain copies of the following issues of "The Advertising World":

JANUARY ...	1914
JUNE ...	1907
SEPTEMBER...	1906
JULY ...	1906

If you have one or more copies of the above numbers, we shall be glad to purchase them at the rate of 1/- each.

**BOUND VOLUMES  
OF  
*The Advertising  
World***

Strongly and handsomely bound in crimson cloth boards, per vol. **7/6**  
(post free)

THE ADVERTISING WORLD  
SARDINIA HOUSE  
KINGSWAY  
W.C



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

**All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office**

**SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.**

**PRESS ETCHING CO., LTD.**

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones:  
Holborn 2907-8.

Telegrams:  
"Collotype, London."

**The Canadian  
Market for  
your Goods**

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

**LYDIATT'S**

**"What's What in Canadian  
Advertising"**

Published at **\$2**; post free for **8/6**  
from

**"The Advertising World"**

SARDINIA HOUSE,  
KINGSWAY, W.C.2.

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes:—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters:

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone: HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

### SITUATIONS WANTED.

#### Advertising & Sales Promotion (B. 27)

Highly qualified to handle the advertising and selling organisation of a big business. Expert in mail-order work. Good general knowledge of food products, toilet specialities, drugs, domestic goods. Age 36. Salary £500.

#### Advertisement Assistant (B. 28)

Young lady, experienced in preparation of copy and layouts. Good shorthand typist. Salary £2 10s.

#### Copywriter (B. 34)

Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

#### Advertising Manager (B. 31)

Fully qualified chemist with good mechanical knowledge and sound experience in salesmanship. Strong copywriter, used to control of others. Five years' experience in compiling pharmaceutical leaflets, booklets, advertising matter. Age 32. Salary £300.

#### Part time (B. 25)

Experienced copywriter requires work that will not occupy the whole of his time.

### SITUATION VACANT.

#### Copywriter

Male (ineligible) or Lady, required by an important London Advertising Agency. Wide experience, including a knowledge of designs and layouts, necessary, and capable of writing strong convincing copy. Replies treated in strict confidence. Write with full particulars as to experience, age, and salary required. C., Box "Agency," ADVERTISING WORLD.

#### Specialist in Motor Advertising (B. 33)

A really high-grade copy man and journalist, with invaluable experience in motor advertising, is open to accept position as advertising manager to large motor or engineering firm. Fully qualified engineer. C.E.M.E., B.Sc. Well known in advertising and editorial circles. Age 49. Salary £500.

#### Art Director

and originator of ideas for posters, show-cards, booklets, etc., and also original layouts for Press advertising, will shortly be disengaged, and will be pleased to hear from any organisation desirous of using the services of such a man. Box "Art," ADVERTISING WORLD Office.

#### A £1,000 a Year Man (B. 29)

A thoroughly competent advertising man of proved ability, until quite recently head of a department in the Government Publicity Bureau, is now open to accept another appointment. His work shows marked originality, and is endorsed by some of the best-known advertisers. Has specialised to a certain extent in boot and shoe advertising, and is expert in all branches of printing. Age 34.

#### Advertising Assistant (B. 30)

A travelled business man, with good theoretical knowledge of advertising, would accept low commencing salary in order to obtain practical experience. Ineligible for Military Service. Excellent credentials.

#### Printing Specialist (B. 24)

Knows the art of printing, both theoretical and practical, from A to Z. Is a good salesman, organiser, manager, and has also had many years' experience of all branches of advertising. Age 34. Salary, £250.

# BLOCKS DESIGNS & Drawings

FOR  
• Catalogues •  
• Advertisements •  
• Covers • Cartons •  
• Labels • Box-tops •  
• Letter-Heads •

PHOTO BLOCKS Half tone &  
3-Colour Line & Line Colour

GARRATT & ATKINSON  
Advertisers & Manufacturers  
Warwick Works EALING  
LONDON W. 5

## Indian & Colonial Advertising

Expert Advice  
from Personal  
knowledge of Markets and 66 years' experience.

WRITE FOR PARTICULARS  
D. J. KEYMER & CO.  
9 WHITEFRIARS STREET, LONDON.  
Telephone No.: 6310 Holborn.

**JK**  
ADVERTISING  
COUNSEL



**Our Charge**  
for designs is strictly  
moderate. Our Booklet  
is free to all firms  
applying.  
Write to-day.

THE HELLIER-DENSELOW STUDIO  
40 GUNNERSBURY LANE, LONDON, W.  
Telephone 932 Chiswick.

We can open up for you the Great Market of

## "GERMAN-FREE" RUSSIA

at a minimum cost with maximum  
results by means of our

**Efficient & Economical  
Advertising Service.**

## The RUSSIAN

ADVERTISING AGENCY Ltd.

359 STRAND, LONDON

Tel. Gerrard 2357.

## DO YOU SEE THE POINT ?



A good illustration is half the  
battle in a good advertisement

A good block is more than half  
the battle in an illustration

OUR SERVICE IS  
YOUR SERVICE

## CATTELL STUDIO

**Designers, Fashion  
Artists, Photographers,  
and Engravers,**

131 FLEET STREET, LONDON, E.C.

Manager : Wallis F. J. Cattell Telephone : City 8621

Monthly 6d. **THE LONDON TIME-TABLE** 6d. Monthly  
600 pages AND RED RAIL GUIDE (ABC) 600 pages  
**FITS THE POCKET IN SIZE AND PRICE**

The cheapest, best and handiest Railway Guide ever  
published. The best advertisement medium of its  
kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide,  
Bus and Tram Services, Entertainment Guide, Lon-  
don Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

**General Offices : Hampden House, 3 Kingsway, London, W.C.**

# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

MAY, 1917

## CONTENTS

	PAGE		PAGE
En Passant:		Mr. W. H. Rankin acquires the	
No Looking Backward ... ..	377	Mahin Advertising Company ...	422
The Status of the Agent ... ..	378	The Russian Exhibition ... ..	424
The British Trade Corporation ...	379	A New Material for Paper-Making ...	424
To Stop Advertising Cranks ... ..	381	The Overseas Club ... ..	425
An Inspiring Proposition ... ..	382	In the Provinces ... ..	426
Various and Sundry ... ..	383	Subscribers' Advertising ... ..	428
Come Along, Boys (National Advertising Society) ... ..	384	Business Going Out ... ..	430
Current Advertising ... ..	385	Items of Interest ... ..	432
Costing Printers' Congress ... ..	388	"A.W." Law Reports:	
The Critic on the Hearth—Mr. Grimaldi's Letter ... ..	389	Alleged Infringement of Trade Mark (Tatem & Co. v. Gaumont Co.)	433
Associated Advertising Clubs ... ..	389	Government Advertisements in <i>The Observer</i> —Was Major Astor Disqualified for Sitting in the House of Commons? ... ..	434
National Service Advertising... ..	390	Mr. Chairman and Gentlemen:	
Concerning Specialised Circulation...	396	The Aldwych Club:	
Capturing German Trade—British Printers' Enterprise ... ..	402	Mr. Bruce Walker on British Opportunities in Canada ...	435
"Durafit" Tailoring—Messrs. Redmayne & Sons ... ..	404	Mr. T. W. McAra on "Co-operation v. Co-partnership" ...	435
The Advertising Man's Library—		The Sales Managers' Association—	
"Factory Efficiency." By H. N. Casson ... ..	412	Mr. Kennedy Jones on "The Food Problem" ... ..	436
"General Cargo." By Rd. E. Goddard ... ..	414	Volume of Advertising ... ..	437
"Lydiatt's What's What in Canadian Advertising." ... ..	416		
Changes in the Advertising Field ...	417		
Ideas Competition Advertisements ...	418		
Ladies' Field 1000th Number ... ..	420		
Overseas Advertising ... ..	422		

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

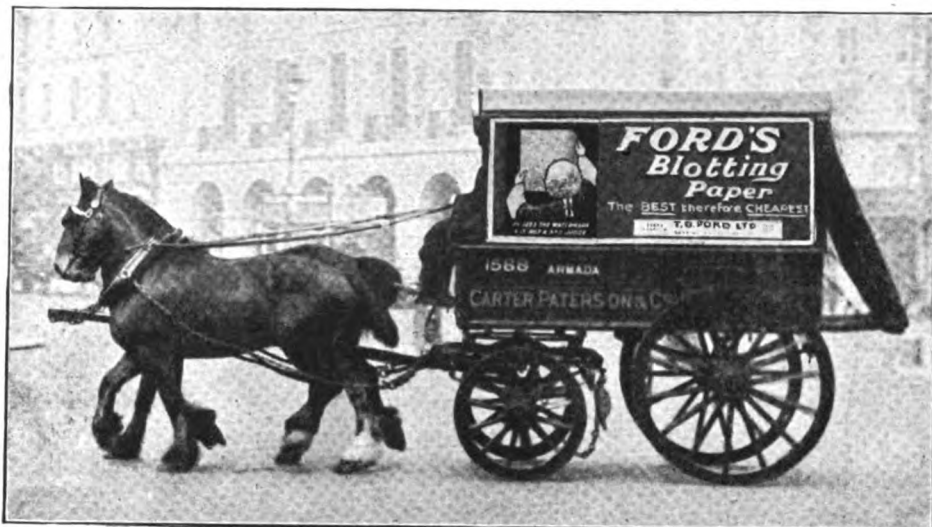
ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: 'PHONE: 2269 HOLBORN  
ADVERWORLD, HOLB. LONDON.

Cables:  
ADVERWORLD, LONDON





## A SPECIAL OPPORTUNITY



**T**HE PAPER RESTRICTION ORDER does not affect the advertising on the vans. These posters measure 65 in. × 25 in. or 60 in. × 40 in., within the limit of size prescribed. **Van Advertising means a solus position and a big circulation**—no distractions by other advertisements.

**EACH POSTER IS A SOLUS ADVERTISEMENT**

*For terms and particulars apply to :*

# J. WEINER

**32 Shaftesbury Avenue, Piccadilly Circus, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.

Full size poster sketches in colours free of charge.

Telephone : 1128 Gerrard.

Telegrams : "Lithoprint, Piccy, London."

# The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

## Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

(Continued on next page)

**if**

you are a manufacturer desirous of improving your war-time Advertising and Sales, or seeking methods of increasing your turnover after the war, or taking stock of your goods, selling plans and markets—

IF you are an agent, short staffed through the war, and requiring confidential help on the preparation of new campaigns, new copy, etc.—

I shall be glad to meet and talk with you. I have a little spare time plus an unusually varied experience of selling and advertising. I have no ready made plans for anyone, but if after a preliminary interview we both decide that I can help you, I will give you satisfaction.

Box IF, "Advertising World,"

Sardinia House, Kingsway,  
London.

## Wanted to Purchase for Cash

Copyright and publishing rights of a technical or trade journal or annual.

Full particulars to J. Hutchinson, Chartered Accountant, 6, Holborn Viaduct, E.C.

## Wanted

Copies of Colonial Trade and Technical Publications. Also Foreign Papers of a .. .. similar class .. ..



## A few of the Questions answered this month.

1. **FROM A TOBACCO MANUFACTURER.**—Are we at liberty when writing to our customers to enclose either one of these pieces of printed matter, even though customer may not have asked for such price list?
2. **FROM A FRENCH ADVERTISING AGENT.**—Can you tell me where I can get an automobile cycle directory, giving trade prices and names and addresses of manufacturers in Great Britain?
3. **FROM A PROVINCIAL NEWSPAPER.**—Will you put us in touch with someone who can supply several pieces of copy suitable for retail advertisers of different trades in our district?
4. **FROM AN ADVERTISING AGENCY.**—Please give us the name and address of "Rilette," the artist.
5. **FROM A NATIONAL ADVERTISER.**—Would you be good enough to give us a list of daily and weekly papers to cover England, Ireland and Scotland who exert an influence in the formation of public opinion? It is the quality of the circulation rather than the quantity we desire.
6. **FROM AN ADVERTISING AGENCY.**—Is there an agent specialising in placing advertisements for Japanese papers?
7. **FROM A SUBSCRIBER.**—Can you recommend to me a Correspondence Course dealing with Salesmanship or Sales Demonstration in the motor business?
8. **FROM A SUBSCRIBER.**—Can you give us the names of any publishers who issue a book dealing with Lettering and Signwriting?
9. **FROM AN ADVERTISING MANAGER.**—Can you inform me what forms have to be completed with, and if any examinations have to be passed to be enrolled on the Society of Advertisement Consultants?
10. **FROM AN ADVERTISEMENT WRITER.**—Can you advise me how properly to safeguard an idea for an advertisement which I want to submit to the makers of a certain proprietary article?
11. **FROM A LEADING MOTOR CAR FIRM.**—We shall be much obliged if you can give us the name of a film corporation in Canada which can arrange to show a special film of ours at the different theatres in that country.

### SCHOLL MANUFACTURING CO.

To the Editor of the CIRCULATION MANAGER.

SIR.—There is a manifest tendency on the part of many advertisers to reduce their expenditure on publicity for the period of the war. Why, then, have we chosen the present time to make bolder and more far-reaching effort than ever before?

One fact that has weighed very largely in our minds is the great importance of continuity in advertising. Having expended enormous sums in advertising in pre-war times, we recognise that the value of this advertising would be largely discounted if we permitted any slackening of effort during the war.

When the advertising is continuous one advertisement serves to revive and strengthen the impression already created by another, so that the benefit arising from one advertisement frequently extends over several weeks, whereas any break in the continuity of the advertising inevitably results in a serious loss of momentum.

We are therefore meeting present conditions not merely by continuing to advertise as in normal times, but by increasing our efforts in the direction of co-operating with our dealers, so as to back up our national appeal by powerful local advertising in every district, and thus obtain the maximum possible effect from the space at our disposal.

With the same object in view we are spending larger sums of money on the preparation of more effective and elaborate designs and illustrations, and are devoting exceptional care and attention to the preparation of attractive, original, and convincing copy.—Yours very truly,

The Scholl Mfg. Co., Ltd.  
F. J. SCHOLL,  
Managing Director

**POOL'S** advised on the Policy of the Scholl Campaign—prepared special Trade Announcements and Circulars—devised a new, Distinctive Name Plate and Label—and originated and carried out in every detail a complete, comprehensive scheme of copy and illustrations for the general press.

## CHARLES POOL & CO., LTD.,

THE PERSONAL SERVICE AGENCY WITH 50 YEARS' EXPERIENCE.

Telephones: "Holborn 2210, 2211." **90-94 Fleet St., London, E.C.** Telegrams: "Advexero, London."

*A New Book by Brockie, Haslam & Co.*

# EXPORT TRADE AND HOW TO GET IT

**EVERY** big British Business man should read it—and read it *now*. It has only 16 pages, but it is full of just the information that is essential to the future Exporter of British Merchandise.

## CONTENTS

A Survey of the World's Markets.  
Innumerable Opportunities that are open to British Manufacturers.  
Some Methods that are positively essential to Success.

The Decision of going into Foreign Trade.

Meeting Market Tastes.

Deciding on a Selling Policy.

The Importance of a Service Department.

A few Notes on the American and Canadian Markets.

A Modern Service that is available to British Houses desirous of winning Export Trade.

Doing Business through Commission Houses.

Advertising and Circularising—Special Inducements.

Standardised Products—Packing.

Deciding on a Price Policy.

**THE** book outlines our Expert Export Trade Advertising Service and tells of a Clear Cut Plan for the Production of Efficient Export Advertising Material, a Service that covers the Whole Question, the Writing, Designing, Translating and Printing of Catalogues, Price Lists and all Export Publicity

**THIS BOOK WILL BE SENT TO YOU FREE**

We shall be pleased to forward a copy to any firm seriously considering the establishing, or extension, of Export Business.



Telephone City 8782  
**Brockie, Haslam & Co**  
ADVERTISING AGENTS & CONSULTANTS  
23 FLEET STREET · LONDON · E.C.

Telegrams "Myrtline Fleet London"





## NO LOOKING BACKWARD!



“DON'T always be thinking of getting back to where you were before the war. Get a really new world.” So said Mr. Lloyd George the other day; and we hope that his words will be borne in mind—not least by British manufacturers and traders.

Nothing will ever again be in the state which existed before the war, and it will be fatal to act as though such an impossibility could come to pass. What “live” business men must do is to try to understand as much as possible of the new world in which they will presently find themselves, and to make the most of it. They must not permit themselves to be daunted by the strangeness of many factors in the new industrial and commercial situation by which they will shortly be faced, nor by the greatly increased demands that will be made upon their intelligence and enterprise.

They should take the Prime Minister's advice to "be audacious"; more especially in planning and executing the extensive advertising and selling campaigns that alone can enable them to reinstate British commerce in positions temporarily lost; to increase its volume both in home and overseas' markets; and to utilise to the full an industrial equipment probably more complete than we have ever had at our disposal before.

There is, we are happy to say, plenty of evidence that British manufacturers and merchants are very much in the mood to "go out after" business with unprecedented energy as soon as occasion serves.

The only danger is that some of them may defer the preparation of their projected audacities until too late. With more than enough to do to cope with the difficulties of the anxious and trying period through which we are passing, they are apt to put off the completion of plans for peacetime until "the end of the war is in sight."

This is natural, but it is not wise. The end of the war may come as suddenly as its beginning. In all probability such will be the case, by the collapse of the enemy Powers under a strain brought to the point at which it can no longer be endured.

That will be the moment for the launching of audacities, not for their construction. The pleasant and profitable possibilities of Afterwards will never be realised if we neglect Now to formulate our plans and gather our material for their instant and effective exploitation.

## THE BRITISH TRADE CORPORATION



IN accordance with what we are entitled to look upon as an established custom of the Government's "strong men," Sir Albert Stanley tried to spring the scheme of the British Trade Corporation upon the House of Commons as a fact accomplished. The charter had already been issued, a "number of the larger bankers had subscribed, and the £1,000,000 which was required to launch the scheme was now absolutely assured."

All that members of the House of Commons, not to mention the commercial community at large, were required to do was to throw up their hats and shout approval.

Very properly they declined to do so. On the contrary, they expressed their disapproval, not, we take it, so much of the scheme as of the manner in which it was presented, in language painful and free; and in the end the scheme was "referred back" for the further consideration it ought to have received before it was ever allowed to take definite shape.

In its details the scheme outlined by the President of the Board of Trade presented many points for criticism and enquiry. They should have been laid open long ago to free discussion outside the House, as well as within.

Many of them will have to be modified if the British Trade Corporation is to win the measure of respect that alone can justify its existence.

We trust, however, that critics of the scheme will not allow themselves to be led into any endeavour unduly to curtail the powers of the new Corporation. Those powers must necessarily be wide to enable the Corporation to do the work that will be demanded of it. Being so they will, of course, be open to abuse : and it will be for all interested parties to keep a sharp eye on the operations of a body so generously endowed.

This is a time that calls for courage more urgently than for caution, and it would be a grave error to deprive the Corporation of any power for good work because of the possibility that it might be misused.

Before the scheme again comes forward for approval we hope to know much more concerning a body which, despite its private organisation, remains of a quasi-public character. It is, we are told, to have the sympathy and support of the Government ; but these will not be of much benefit to British commerce unless it also enjoys the confidence and countenance of business men.

## THE STATUS OF THE AGENT



the expiry of its existing contract with Messrs. R. F. White & Co., the Government lately invited tenders from agents desirous of "placing" its advertising business for a following three years period.

The conditions of the contract indicate that whoever was responsible for them was alive to the necessity of securing assurance of the financial soundness of agents tendering ; and they include the requirement that the successful agents' books must be open to inspection, a "guarantee of good faith" that is not to be questioned.

In general all that the agent is asked to do is to arrange for the insertion of Government copy, supplied to him, in such publications as he is instructed to utilise, and to undertake the office work that is the usual accompaniment of such an operation.

His selection by the Government is, it would appear, to be determined, always provided he is not otherwise disqualified, by the extent to which he is prepared to hand back to his august client the commission he receives from the publisher.

In short, the advertising agent is here treated like a tradesman and not like a professional man ; and when his activities are confined to space-broking we see no reason why he should look for any other consideration. And until the great majority of reputable agents have contrived to organise themselves into some sort of a "tariff union" any individual agency will only be able to secure the handling of a great deal of business by showing its willingness to split commissions somewhat finer than its competitors.

If this condition of things is unsatisfactory—as it is in the long run to everyone concerned—the agents have the remedy in their own hands. Let them give evidence of sufficient *esprit-de-corps* to submit individually to reasonable self-denying ordinances in the general interest, and they can easily put their business on a better basis.

As long as they prefer to retain certain advantages which possibly attach to free competition they must put up with its drawbacks—one of which is bound to be the cutting of profits until they sometimes approach the disappearing point.

Our own opinion is, most emphatically, that they will best serve their interests by working together: and we have every hope that the Association of Advertising Agents will deserve and obtain the support that will enable it to give agents of solid standing an effective immunity from the activities of the split-commission privateer and his equally undesirable companions.

“Placing” is, as we have remarked, mere tradesmanship, and the price to be charged for it can be determined by a trade agreement.

“Service” is in a different category. Whether it consists merely of general advice, of the preparation of material, or the complete planning of a campaign, it is work of a professional character, and no fixed scale of charges can or should be attached to it. The work done would be rewarded most justly by an agreed fee. The size of that fee would be determined by the agents’ reputation and record. Both service agents and their clients would probably be best served by treating commissions merely as discounts due to the latter, and by arranging terms without having to take them into account.

The position of the advertising agent has always been so anomalous that it will be enormously difficult even for a strong Association to regularise it. With patience and determination, however, we believe it can be done. Meanwhile, the placing of the new Government contract has fulfilled a useful purpose in bringing the whole question once more into debate.

## AN INSPIRING PROPOSITION



THROUGH a special committee known as the National Advertising Advisory Board the Associated Advertising Clubs of the World have formulated a scheme for a publicity campaign to sell War Loan Stock which is now being pressed upon the attention of the U.S. Government.

They declare that by a judicious expenditure of not more than \$1,000,000 upon advertising it will be possible to secure subscriptions of not less than \$5,000,000,000 at 3 per cent. instead of the 3½ per cent. proposed by the Government, and thus to save an annual interest charge of \$25,000,000.

We very much hope that they will be given an opportunity to



justify their claim : as we have not the slightest doubt they would be able to do.

The campaign would have behind it the ablest brains of the American advertising world ; it would be enthusiastically backed by the Press and on the platform, and it would be directed at a constituency more open than any other to the appeal of the printed word, and more accustomed to respond to it.

Moreover, its directors will have at their disposal the experience gained in British War Loan advertising, which will afford them absolutely reliable indications of the best policy to pursue, and the soundest methods to adopt.

Whether the U.S.A. Government will agree to the attractive proposition placed before it by the National Advertising Advisory Board is not yet certain : but one can hardly believe that they can fail to do so.

The proposal comes from a body of men better qualified than any other to speak with authority concerning the potentialities of advertising in the American field. When they allow themselves to promise definite results, as they have done, it is as certain as anything can be in an erratic world that those results will be forthcoming in due season, if they are given the chance to secure them.

## TO "STOP ADVERTISING" CRANKS



**L**T speaks volumes for the detachment and independence of our newspaper editors that any contribution or correspondence containing an attack upon advertising finds ready hospitality in the columns of the Press.

Just lately there has been an outburst of indignation in a variety of journals and other periodicals at the continued advertising of articles that cannot strictly be considered necessities.

The writers all leave out of account the chief factors in the problem with which they concern themselves. They do not seem, for instance, to realise that the cessation of advertising the wide range of commodities they deem superfluous would mean the suppression of a large number of important industries and the complete dislocation of a vast amount of commercial machinery that it will be eminently desirable to have in full working order after the war.

It may be argued, no doubt, that these industries should be closed down for the time being, no matter what sacrifices are involved : but such an argument has no weight when employed by those not in possession of all the facts.

If and when the Government finds it necessary to suspend certain commercial operations in the national interest, it will, presumably, take action in full view of all the consequences ; and the resulting personal hardships and financial losses will be accepted as part of the heavy price to be paid for victory.

Until the Government takes such action manufacturers and merchants are fully justified in believing it to be their immediate duty to "carry on" with all possible energy: and they cannot do so without continuing the advertising that alone maintains their relations with the purchasing public.

Again, it should be remembered that Press advertising alone enables the great body of newspaper readers to obtain the cheap and comprehensive news service to which they are accustomed, and of which they would bitterly resent being deprived.

Newspaper publishers have already been very hardly hit by war-time conditions, and any further burdens laid upon them—or assistance withdrawn from them—would mean at best that they must either provide only a fragmentary news service for their readers or double and redouble the prices of their papers. At worst it would compel them to "shut down."

To the Press, and its free circulation of news, its invaluable expositions of obscure happenings and its critical commentary on passing events, is very largely due the maintenance of the national morale and the stimulation of Governmental efficiency.

Any further restriction of its power and influence might easily prove disastrous.

We invite those who are so fond of amusing themselves by girding at advertising to try to understand what it is and what it means before they air their querulous complaints. Then we shall hear less of them—to our infinite content.

## ANOTHER BRITISH VICTORY



THE Federation of Master Printers, with commendable foresight, some time ago appointed a research committee to investigate more particularly the problems presented by printing processes, machinery and materials, in which before the war Germany had taken the lead.

Their investigations have extended to practically every department of the printer's craft, and have been of the most searching and comprehensive character. Nor have they stopped at investigation, but have gone on to seek remedies for what was found to be at fault, and to provide what was wanting.

As a result of their arduous labours—not yet concluded—it may be said already that there will in future be no excuse whatever for printing work of any description to be sent out of this country on the ground that it can be done better elsewhere. Since the amount of printing done for British customers by German firms was in the old days prodigious, this should represent a very considerable victory for British trade—one of many similar victories which, we are glad to know, are being quietly consolidated at the present time.

It took a very heavy jolt to get some of us out of our ruts, but having left them we can claim to be proceeding to some purpose.

## VARIOUS AND SUNDRY

“The world is so full of a number of things.”—Robert Louis Stevenson.

### Sir Arthur Liberty.

Sir Arthur Liberty, whose death occurred a few days ago, was not as great an advertiser in the narrower sense of the word as are many of the big furnishing firms in West London, but he secured for the fabrics which bear his name a degree of fame which was of the utmost value. To get one's wares talked about throughout the length and breadth of the land—to make them the vogue—is an achievement in advertising which is of priceless value.

Perhaps of late years we have heard less of Liberty fabrics than we did twenty years ago—another phase in furnishing has developed since then—but Sir Arthur Liberty did a great pioneer work in improving the decoration of the home, and for that we owe him thanks. He taught applied art and the love of the beautiful to tens of thousands of people, and gave us fabrics of a beauty of colour and texture of which people had no conception before.

His shop became a rendezvous for leading people in the world of art, just as Chippendale's shop in St. Martin's Lane had been the meeting place of the cultured art lovers of the middle of the eighteenth century. Whistler, Rossetti, Albert Moore, Norman Shaw, Lord Leighton, and William Morris were among the art leaders of the day who often visited “Liberty's.”

### German Paper Famine.

It may be some consolation to British newspaper men, suffering from the lack of paper, to learn that their chief enemy is in as bad a plight, or possibly worse. The main trouble from which Germany suffers now in this respect is not want of the raw material, but want of coal with which to convert it into paper in the mills. The German Union of City Newspaper Publishers have therefore addressed a message to

the Chancellor setting forth their troubles, and asking that the necessary arrangements may be made to prevent a stoppage of newspapers.

It is not surprising to learn that two Würtemberg deputies have complained of the greed of the Berlin journals, for the grasping disposition of the Prussians at the expense of the other States is an old-standing grievance of the latter. By the way, the suggestion has been made that pulp is used for manufacturing explosives.

### A Matter for Envy.

It is enough to make British advertising men turn green with envy when I tell them that some of the Sunday papers in Vienna are now carrying as many as thirty pages of advertisements! This is the more extraordinary as Austria, like Great Britain and Germany, is suffering from a scarcity of paper. But, notwithstanding that fact, no regulations have been enforced restricting the size of papers, and the Viennese journals are practically as large as they were in peace time. Apparently they will go on as they are doing now till there is no more paper left, and then suffer from famine.

### A Lesson from U.S.A.

That advertising affords a quicker, easier, and more economical means of settling labour troubles than strong-arm methods is becoming realised, says *The Fourth Estate*, and one after another large industrial companies are putting their learning into practice.

A notable convert to such publicity is the Standard Oil Company, of New Jersey, which used large space in New York dailies during the recent strike of its Bayonne employees. Its copy set forth its position, stating why the wage increases demanded by the men were unjustifiable and impossible to meet, and denying a report that it had

tricked employees to return to work by false promises of an advance in wages. Whether the Standard Oil Company's position is correct or not cannot be arbitrarily stated, but its

means of telling the public "how and why" affords a direct method of investigation. There is also a lesson for some branches of organised labour.  
THOTH.

## COME ALONG, BOYS!

A word or two about the National Advertising Society,  
etc., etc.

WHEN I met Mr. C. D. Fastnedge and Mr. Sidney Coram the other day I found them, in their respective capacities of Vice-Chairman and Hon. Secretary of the National Advertising Society, in uncommonly high feather.

The cause of this was the imminence of the first elections for pensions under the scheme the Society has put into operation.

"It is an event in the history of British advertising," Mr. Fastnedge observed, "which ought perhaps to have happened before; but it did not. Now that it has come it marks yet another step, and surely one of the most important, towards the organisation of the advertising business into a corporate entity. Our people have started to help each other in times of emergency and misfortune; they will soon learn to work together in other ways for the common good. The Society can bring them together on ground that offers no causes for disagreement, and make them realise the value and power of co-operative effort.

"So we are doing good work, I think, even apart from our immediate objective.

"As far as that is concerned we are in capital trim. Our financial position is, thanks to many excellent friends, thoroughly sound; and the benefits we are able to give our members, and the assistance we are able to offer to those who have fallen upon evil times will steadily increase as time passes."

"You must not think for a moment that such pensions as we are offering to begin with represent the sum either of our intentions or our ability," added Mr. Coram. "All that we can put forward now is a minimum of two pensions, each of £26 per annum, a

small amount to be sure, but one that can be a Godsend indeed to some. Later we shall hope at least to double this amount; but we were anxious to make a beginning, that it might be evident to all that we were already fulfilling one of the most important of our functions.

"Now that the Society is in full working order we want all 'the boys' of the advertising business to join it, to take their part in what should be the work of all of them and in equal degree their pleasure.

"The Society is now a part of the advertising business, and it is up to every member of our confraternity to make it as effective and useful as possible. And let none of them think that they can do this by giving it their general sympathy or even their material support as outsiders. They are wanted inside the family circle, as active and interested members of it. On the ground the Society occupies they can all meet on an equal footing, as those sharing common responsibilities and privileges.

"They can help and be helped; in the one case without any possibility of giving offence, in the other without the smallest occasion for taking offence.

"If Mr. Fastnedge or myself can tell anyone interested precisely what we are doing and how we are doing it, as well as what we hope to do, we shall, of course, be delighted to do so. With Mr. Salt and others we have worked hard and long to make the National Advertising Society worthy of the business it represents. We hope to go on doing so; but from now on we want *all* advertising men, of whatever grade, to be partners in a going and growing concern which is indeed their own."

## CURRENT ADVERTISING



### Being a Free Commentary on Recent Press Advertisements; with Reproductions of Notable Examples.

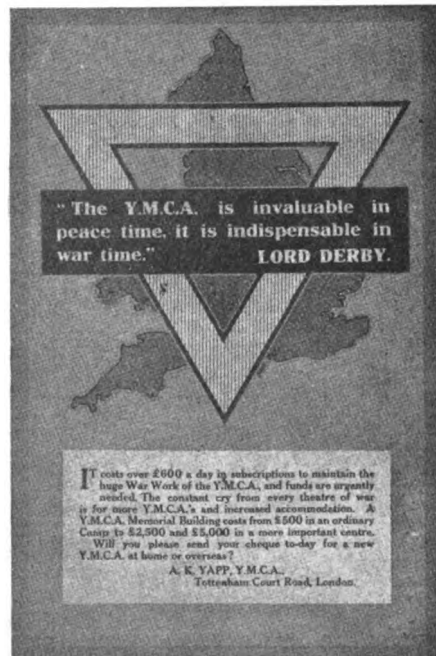
THE VOLUME of advertising is decreasing, owing chiefly to the increasing difficulty experienced by many manufacturers in obtaining the basic materials of their products. They are naturally not at all inclined to try to stimulate a demand it is impossible to supply; and so their advertising is reduced to whatever minimum may be considered sufficient to conserve goodwill.

There is, however, still more than enough advertising to fill the limited space available in the great dailies and more popular weeklies; and failing further "Orders" and restrictions there is every prospect that it will continue to be forthcoming.

"War charity" advertisements are still fairly in evidence, though they have considerably decreased in number of late. The most successful, as displays, have easily been those of the Y.M.C.A., whose advertising methods have throughout been a worthy part of their magnificently organised wartime operations. The display reproduced struck us as particularly effective in its bold simplicity. The arrangement of its parts is so happy that it has an effect of inevitability: as of something that owes its form to natural selection rather than to human design. This is not to say that it is brilliantly clever, only that it evidences a fully competent craftsman's easy control of his material. It gives the satisfaction that any bit of work that is done in its own way, about as well as it could be done, cannot fail to afford.

An energetic campaign conducted by Messrs. Allen & Hanbury, on behalf of "Bynogen" has been a notable feature of recent advertising. A selection from the announcements that have appeared are among our illustrations. It should be observed that our reproductions do not by any means flatter the originals owing to the drastic reduction necessary to bring them within the space at our disposal.

We are not very favourably impressed by the displays. Each consists of three parts—illustration, panel containing text matter and a symbolic figure—which though placed together have no essential relation to each other as elements in the whole design. The illustrations are drawn in such a manner that they convey a general idea of gloom, and an ugly name-block does not add to the attractive qualities of advertisements that will probably prove depressing to sensitive folk. Advertisers of such a speciality as "Bynogen," should, it seems to us, be very careful



#### CAPABLE CRAFTSMANSHIP

to surround their proposition with an atmosphere of brightness, freshness and vitality. The association of ideas in the mind of possible purchasers is in such a case of more than common potency. If "Bynogen Brings Health"



**ATTACK & DEFENCE**

**NERVE EXHAUSTION** is the cause of the worst depression and sense of inner weakness with no other explanation as the result of constant strain on the nerves of modern life conditions.

Apart from the direct attacks of war-torn business and financial difficulties, calling for increased alertness and resources, take out of the nervous system.

Hence, exhausted, depressed spirit and a readiness condition, with the very greatest nervous depression, depression and tendency to worry are all attributed to the sapping of nervous strength resulting from constant strain.

**NERVE REPAIR**

which ordinary diet is unable to remedy.

(One of the most important applications of scientific discovery in the treatment of disease is the use of the glycerophosphate as a nutrient and nerve restorative.)

Bynogen is a specially prepared glycerophosphate for which high quality is a guarantee of purity and excellence. The glycerophosphate of these salts and may be used in any form, and is available in the form of capsules, tablets, and a specially prepared liquid.

Bynogen is a healthy, pleasant, and safe food, and is a valuable dietary supplement in all cases of nervous exhaustion, depression, and tendency to worry. It is a healthy, pleasant, and safe food, and is a valuable dietary supplement in all cases of nervous exhaustion, depression, and tendency to worry.

**IT HAS A HIGHLY APPEALING FLAVOR**

The capsules are made up of pure glycerophosphate and are of a pleasant taste. The tablets are made up of pure glycerophosphate and are of a pleasant taste. The liquid is made up of pure glycerophosphate and is of a pleasant taste.

**Bynogen**  
Brings Health

Sold by all Chemists at 1/6, 2/6, 3/6, and 4/6.

ALLEN & HANBURY Ltd.  
London & Manchester.

### DECIDEDLY GLOOMY

every advertisement of it should at a glance remind the casual reader of what health means in terms of happiness, efficiency and the joy of living. Which means, among other things,



**Guard Your Health**

INCREASED wearing power and the sense of contentment will bring you quickly regained after depression, by means of regular health through the use of **BYNOGEN**, the new nerve food mentioned in the Medical Profession by Sir John & Mackenzie, London.

**BYNOGEN** is pleasant in flavor, and suitable for taking day or night with or without food. It is among the best recuperative agents for the exhaustion of our country's resources, and is a healthy, pleasant, and safe food, and is a valuable dietary supplement in all cases of nervous exhaustion, depression, and tendency to worry.

**IMPORTANT**

BYNOGEN is pleasant in flavor, and suitable for taking day or night with or without food. It is among the best recuperative agents for the exhaustion of our country's resources, and is a healthy, pleasant, and safe food, and is a valuable dietary supplement in all cases of nervous exhaustion, depression, and tendency to worry.

**Bynogen**  
Brings Health

Sold by all Chemists at 1/6, 2/6, 3/6, and 4/6.

ALLEN & HANBURY Ltd.  
London & Manchester.

### ALSO RATHER DEPRESSING

that an over-indulgence in printer's ink, in type, rules or illustrations, should be carefully avoided.

Advertisers of branded footwear have of late been more than usually active, and have been represented by a number of displays of excellent quality: as witness the three advertisements here reproduced.

They are all good-looking, and convey most emphatically the suggestion that the goods offered are among the most desirable of their class. Messrs. Manfield's announcement is perhaps the most distinctive, in the sense of its unlikeness to others of its kind, and triumphs in a manner deserving of all praise over the handicap represented by an exceptionally hideous name - block. The "Norvic" display is the most distinguished in its studied daintiness, and the "Lotus" in its combination of strength and refinement, as also in the forcible manner in which its selling argument of fixed price and standard quality is presented.

The AutoStrop Safety Razor Co., Ltd., have an attractive proposition, and they always put it forward in a striking and impressive manner. The full-page display reproduced is one of



**Do you come down fresh in the morning?**

**BREAKFAST** is the test. A healthy nervous system, good digestion, and the priceless power of sleeping well, bring you downstairs bright and full of vital energy and good humour, ready for a day of useful effort, borne without strain.

In these days of anxiety and stress, happy are those who experience this mental and physical freshness. If the nerves are vigorous and well-nourished, morning is the prime of the day.

To regain or preserve this fortunate condition, any flagging of nervous energy, any disturbed sleep, depression of spirits, or fatigue should be corrected at once.

**BYNOGEN** consists of pure milk-protein, one of the most powerful nutrients known, with the organic glycerophosphates of soda, lime and magnesia.

This concentrated nerve-food, rich in phosphorus, is a safeguard for the healthy and a restorative for those who are "run down," "below par," or affected by the strain of modern life.

**Bynogen**  
Brings Health

Sold by all Chemists at 1/6, 2/6, 3/6, and 4/6.

ALLEN & HANBURY Ltd.  
London & Manchester.

### GOOD TEXT MATTER



the best of their long series of well-designed advertisements. In it there is a liberal amount of space left vacant, but there is not an inch of space wasted.

# Lotus

THE price of Lotus and Delta shoes are not scratched on the sole with a quill, as western writers are, but are stamped on plain figures with a hot die.

The company is also true at the factory where the shoes are made out in the shops where they are sold.

So, when trying on either Lotus or Delta, a purchaser can see for herself without asking what she ought to pay, and should it be a pair made before prices rose, she will obtain it at the old price. There is no re-marking of Lotus and Delta shoes.

The selling of old stock at old prices is all of a piece with the Lotus people's non-profiteering policy, a policy which is carried out at the factory as well as in shops.

For instance, if, owing to the high price of leather, Lotus and Delta would really let it now shoes generally are so dear, the Lotus people charge only a few pence, based on the actual cost of manufacture, and they never raise them until forced by an increase in the cost of leather and wages.

A few pairs of these Lotus walking pump sole shoes are still obtainable at the old prices, 10s. for girl's size 12.6 for patent; but, when these are gone, the all-round price will be 19.6 a pair.




155-160

Prices are stamped on the sole in the market before the shoes leave the factory

### STRENGTH AND REFINEMENT

The white space by which it is surrounded makes the text-matter far more readable than it would be if it had been set in the much larger type that would have enabled it to fill the page. As a matter of construction the design of the display has a weakness that should in general be avoided in the broken and unsupported corners at top and bottom. This weakness is, however, more apparent than real, for the margin of the newspaper page itself provides a mount which serves to bind together the parts that in the design appear disjointed.

A good drawing and a happy jingle are the outstanding merits of the advertisement of Price's "Regina" shaving stick here reproduced. The drawing and the matter should not, however, have been put into separate watertight compartments, and the latter



## The Quality of "NORVIC"

THE quality of Norvic shoes has been maintained with scrupulous care throughout all the changes necessitated by the War. The fine soft and supple Patent Kid skin in the uppers, the resilient English oak-leaf lined soles and the all-weather heels guarantee full value in wear. Made in the hand-loom way, Norvic are light and flexible, strong without being flimsy, and durable by reason of the highest workmanship and material.

It is a delightful economy to buy Norvic, the Shoes de Luxe. They are made in a number of charming styles for town and country walking, for pretentious and evening wear. In Norvic the woman of taste and refinement will find real satisfaction and absolute pleasure and comfort. She can take pride in the fact that there is nothing else like it in the materials or the manufacture for shoes will bear the strictest scrutiny. Norvic are the best value in the United Kingdom today.

# NORVIC

The Shoes de Luxe

N.B. - The Norvic Shoe Co., Ltd., 10, Abchurch Lane, London, E.C. 4.

### THE NOTE OF GOOD TASTE

might have been displayed in a less characterless fashion. The advertisement altogether looks too much as though it had been "shoved together anyhow," without intention or design. The result might certainly have been very much worse, but we should have liked to have been able to pay a display containing sound material a somewhat higher compliment.

It is to be observed that an increasing number of trade advertisers are making use of "the smalls" now that, for one



# M

MATERIAL WORTH is secured in Manfield's Boots. There are those who to-day measure their wealth in terms of boots and suppose that a man-made article is a second way of looking at things if the boots are Manfield's, and really represent the largest value for the money involved.

The exchange of cash for Manfield's Boots is good business at all times, but more so now that leather is a valuable kind as known to be so difficult to get. Besides, it's National Economy to buy only the best boots and make them last.

# Manfield's

## BOOTS

Went. For. Branches:  
20 NEW BOND ST. W.  
21 & 22 PICCADILLY W.  
41 & 42 TRINITY W.C.  
City Branches:  
20 & 21 FALD'S CHURCHY D.E.C.  
New Street 40, LONDON  
21 & 22 THE ARCADE, E.C.  
41 & 42 FLOURIST, E.C.  
And in numerous London and District Branches.

### DISTINCTIVE



## CORRESPONDENCE.

### A Critic on the Hearth.

Editor, THE ADVERTISING WORLD.

SIR,—Will you kindly afford the "Critic on the Hearth" the hospitality of your columns in order that he may give vent to another chirp?

In your prefatorial note to my article in April ADVERTISING WORLD you say that I have violently overstated my case. If this is the case I can assure you that my article is much less violent than criticisms that have come to me by word of mouth since my return to advertising circles.

Further, you observe "it is perfectly true to say that the whole of the work of an individual advertisement designer is marked by an individual character." As to this my article does not condemn true characterisation, which is unavoidable, abstract and spontaneous. What I am tilting at is spurious, don't-you-know-me, concrete and forced characterisation which can easily be reduced to a very simple formula, which I will forbear to detail, as it will be obvious to any of your readers who care to examine a few past and present advertising campaigns.

To take your own example of Mr. Frank Brangwyn, page 305 of your April issue shows a reproduction of a

poster by this celebrated artist. It will be noted that on this poster he makes the downstroke of the "A" in "David's" serve also as the downstroke of the "V." This is a happy little trick in the one instance, but it would not be an evidence of character were it repeated in all of Brangwyn's work. It would only betray lack of imagination.

Finally, I am quite in agreement with you that *in general* campaigns are kept distinct and individual. Please do not misconstrue my article into an attack on *all* service agents, but to every rule there are exceptions, and in this case they are blatantly obvious.

Yours faithfully,

G. HENRY GRIMALDI.

May 10th.

[Our correspondent evidently has convictions concerning "vain repetitions" in the copy of certain service agents, which are not to be removed. We still think that he would find it very difficult to secure sufficient evidence to justify them. The variety of the work of service agents is certainly greater than that shown in advertising copy for which they are not responsible. —Ed. A.W.]

### The Associated Advertising Clubs.

THE THIRTEENTH annual convention of the Associated Advertising Clubs of the World will be held at St. Louis, U.S.A., from June 3rd to 7th, 1917. American advertising men are planning to bring the combined weight of advertising opinion, as represented at the St. Louis Convention, to bear upon the U.S. Government to induce them to plan a big paid advertising campaign to sell War Loan stock.

In this direction a plan of campaign has already been submitted by Mr. Herbert S. Houston, President, and Mr. W. H. Rankin, Vice-President. On behalf of the Associated Advertising Clubs of the World they make a statement that by investing £250,000 in an advertising campaign a war loan of £1,000,000,000 can be raised on a basis of 3 per cent. interest, in lieu of 3½ per cent., as proposed by the Government.

### The Crossley Motors.

THE ADVERTISING department of the Crossley Motors, Ltd., Gorton, Manchester, has done a very smart bit of advertising in connection with the recent visit of the Colonial Premiers to Manchester.

On the occasion of that visit the Corporation of the city asked the Crossley Company to lend the motor-cars needed for the conveyance of the distinguished visitors, and to this course the company readily acceded. The advertising manager of the company, Mr. E. B. Wakefield, was prompt to see the publicity value of this request to his firm, especially in Canada, as Sir Robert Borden was one of the visitors, so he had the Prime Ministers filmed as they drove about the city in the Crossley cars, and these films will, it is hoped, shortly be shown in the Dominion.

But this was not all. The firm also produced a very handsome souvenir booklet given to the visitors when they went to the works. It contains about a dozen superbly printed pictures of the works. The illustrations are reproduced in brown by a photogravure process, with plate marks and ample margins, and bound simply but pleasingly in a stout linen-grain cover, embossed in gold, and tied with brown ribbon. The remarkable feature about this booklet is that it was taken in hand and completely produced in twenty-four hours. It is a very handsome and tasteful production.

# THE "NATIONAL SERVICE" CAMPAIGN

Advertising that set out to achieve the impossible—  
and did it!

BECAUSE THE "National Service" scheme as a whole resulted in a fiasco that has excited general derision, it has been hastily assumed that the publicity campaign connected with it must be classed among the outstanding failures of modern advertising.

We do not take this view.

The proposition to be advertised was from the outset hopeless. It amounted to this, that all and sundry should sign away every vestige of personal liberty and place themselves body and soul at the disposition of a Government Department which did not in the least know what it was going to do or how it was going to do it.

There was not the smallest security for any individual beyond an expression

when they knew what was required of them, nor would they have clamoured for impossibly definite information; but it was generally felt that a request for a signature to a blank cheque was rather more than even in such times as these could be acceded to.

Yet in spite of this the advertising of this impossible invitation brought in some 300,000 signatures. This was surely not a failure, but an illuminating demonstration of what modern advertising can achieve even when faced by almost insuperable difficulties.

**NATIONAL SERVICE**

**"Are you going to let us down?"**

**YOU** urged me to enlist—what are you doing? You were keen enough to talk of duty and sacrifice—what have you sacrificed?

"It's your turn now. We are watching you—we shall ask you—those of us who come home—what answer you made to the call of National Service. It's 'Business as usual' with you—is it a business of blood for me. Are you going to let me down? Can you sleep easily in your bed to-night with the cries of the wounded, cut off by barrage, ringing in your ears, and you lifting not a finger to help?"

"Off with your coat, man. We are asked to go 'over the top'—you are only asked to go to the National Service Office and do something for us when we are going through hell for you."

**ENROL TO-DAY**  
in the Industrial Army.  
You are wanted to release fit men for the front.

## THE APPEAL FROM "THE FRONT"

of good intentions by a half-fledged Department in which no one had the smallest confidence that he might not be selling himself into the most abject slavery "for the duration of the war" by consenting to the proposal made.

All were willing to do their utmost

**NATIONAL SERVICE**

**When you look in the Glass—**  
Ask yourself these questions—

Am I doing all I can for the Nation—am I contributing to my share in victory, so long as my life is safe?

Am I maintaining anything the Army is having a share of? Am I contributing to the war effort?

Am I doing anything to help the Nation?

Am I doing anything to help the Nation?

Am I doing anything to help the Nation?

**Enrol to-day for National Service and release a fit man for the Front**

## PERSONALLY POINTED

This "National Service" publicity campaign was supervised by men of unquestionable knowledge and ability in the field of advertising. They knew perfectly well that "the goods" they were asked to popularise in this instance would not prove acceptable. Unless we are much misinformed they did everything in their power to get the National Service Department to formulate more definite proposals, to state what it wanted in terms sufficiently clear to

appeal to the common sense and win the confidence of the public.

Despite their efforts they could not



National
Service



# The bread you ate for breakfast

was made of grain or flour probably brought from overseas at a huge expense. The bread you ate for breakfast was made of grain or flour probably brought from overseas at a huge expense. The bread you ate for breakfast was made of grain or flour probably brought from overseas at a huge expense.

German know it. They are building submarines to sink our ships before they leave to sea the way by STARVING you. A nation without food cannot fight. It cannot live. You must defeat the peril. You must prevent infidelity with determination and energy.

## More ships must be built to bring food. More food must be grown.

The Government calls on you—its every man between the ages of 16 and 46 to enlist now in the army and volunteer for the work that has to be done.

There is no time to lose. The work is waiting to be done on the Land, in the Workshops, in the Factories and Munition Works. Do not hesitate.

# ENROL TO-DAY

**in the Industrial Army**

Form for the effort services can be obtained at all Post Offices, National Services, and Employment Exchanges. Obtain one **FREE** at Post Office. No stamp is required.

## "BRINGING IT HOME"

get a saleable commodity to handle—the Department, it would appear, could not define what it did not know.

So those to whom the advertising of "National Service" was entrusted had to do their best with about the worst proposition on record; and it would be the grossest injustice to deny that their best was very good indeed.



# NATIONAL SERVICE

## Join the Industrial Army

### A Summons to every Man (from 18 to 60) to Volunteer for WAR WORK

**You are asked today to enroll in Britain's INDUSTRIAL ARMY.**

This is a summons of the greatest urgency. There is no time for delay and no room for compromise. The nation's industrial resources are being strained to the limit. The war effort is being pushed to the limit. The nation's industrial resources are being strained to the limit. The war effort is being pushed to the limit.

**What you will be asked to do.**

You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army.

and take the place of the men who are in the front line of the war. You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army.

**What you must do now to hasten Victory.**

Go to the nearest National Service Office or Post Office. You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army. You will be asked to enroll in the Industrial Army.

# ENROL TO-DAY

**UNEMBROIDERED**

As the few specimens of Press announcements here reproduced will serve to show, they contrived to make their pill almost as attractive as a sweetmeat. They made what was inherently unreasonable seem almost reasonable, and even gave a sort of definition to what was altogether nebulous.

It was because of the very success  
with which  
they did this  
that, as it  
seems to us,  
their efforts



*By courtesy of "The Teacher's World"*

## THE POSTER DISPLAY IN TRAFALGAR SQUARE







**A**ND when the day is dull, and life seems hard, they turn to “**John Bull**” for courage and hope.

They—the women, I mean—need just a little more heartening than the men. That’s why “**John Bull**” is a woman’s paper quite as much as it is yours, my male friend.

*Philip Emanuel*  
Advertisement Manager

**ODHAMS LIMITED**  
**85-94, LONG ACRE**  
**LONDON, W.C.**

Meetings were organised and the aid of all sorts of public and private organisations as well as of a multitude of individuals was enlisted.

Nothing that energetic and enlightened advertising could do to ensure the success of the Government scheme was neglected.

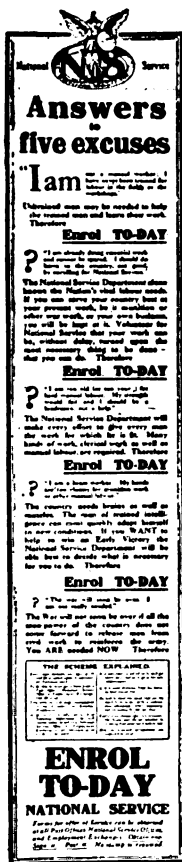
A full measure of editorial support from the Press was, unfortunately, not forthcoming. At first the scheme was received with tentative approval; but when it became clear that it was incapable of definition and direction that note of approval changed first to one of unfriendly criticism and then into a very symphony of contempt.

Had the Press been able to give the scheme the support that one less inchoate would readily have commanded the return from the advertising would have been at least trebled; had it remained uncritically neutral double the result should certainly have been secured.

That, as it was, with every single fact and influence against it, the advertising campaign could prove effective to the extent of bringing in hundreds of thousands of names is a testimony to the efficacy of modern advertising methods that does not need to be enlarged upon.

A really sound proposition and the response that would certainly have been made to it could not have demonstrated half so well the power of scientifically directed publicity.

*I ask you to accept my very sincere thanks for the trouble you have taken in the matter of the names of the French clock and jewellery trade papers. THE ADVERTISING WORLD plus this kind of service is surely about the maximum of service value.*—MESSRS. HIRST BROS. & Co., LTD., Manchester.



**Answers to five excuses**

**"I am too busy to enrol"**

Enrol TO-DAY

**"I am too old to enrol"**

Enrol TO-DAY

**"I am too young to enrol"**

Enrol TO-DAY

**"I am too poor to enrol"**

Enrol TO-DAY

**"I am too far from the office to enrol"**

Enrol TO-DAY

**THE SCHEME EXPLAINED**

**ENROL TO-DAY**

**NATIONAL SERVICE**

ANTICIPATORY

## Are Advertisement Sketches Paid For?

IN THE City of London Court, on May 15th, before His Honour Judge Rentoul, K.C., a claim was made by Messrs. F. Howard Doulton & Co., Ltd., 15 and 17 Creechurch Lane, E.C., against Bolton's Mutual Films, Ltd., 89 Wardour Street, to recover three guineas for making a sketch to their order.

Plaintiffs are printers and stationers, and on January 3rd, at the defendants' request, they prepared a sketch from which they were to print a quarter of a million "throw aways" or "cut outs" as an advertisement which the defendants were going to issue. They were to cost 2s. 6d. per 1,000. Plaintiffs first prepared a sketch. One of the defendants' young ladies wrote "O.K." on the corner of the first sketch submitted. Then the finished sketch was sent. Thereupon the defendants said they had decided to abandon the scheme, and that they were going to take up another one instead. Plaintiffs asked to be paid three guineas for preparing the first sketch, but the defendants refused to pay anything, because they said they had not accepted the sketch.

Defendants' managing director, now in the A.S.C., said he never ordered any sketch at all. In their business it was common for three or four printers to send sketches, and if he approved of any one of them he would pay for it. But all orders were subject to his acceptance. He had never accepted the sketch in question.

Judgment for plaintiffs with costs.

## The Association of Advertising Women.

THE AIMS and objects of the British Empire Union were ably presented to the Association of Advertising Women at its May meeting. Mr. Frank Souter and Mr. Reginald Wilson represented the Union, and convincing proofs of German intrigue and treachery before and during the war were brought forward by both speakers and urgent insistency was laid upon the need for complete reform in our treatment of "the Germans in our midst."

The next meeting of the Association of Advertising Women will be held on Monday, June 4th, at the Connaught Rooms, when Mr. Wareham Smith will speak upon "Is a Government Scheme of Advertising to Push British Trade Possible?"

Mr. Gordon Selfridge has in the press a book entitled "The Romance of Commerce," which will be published in the autumn. The work, we understand, is historical in character and traces the developments of commerce from the days of the Phœnicians.

The first election of pensioners under the recently started scheme of the National Advertising Society will take place on July 11th. The latest date for nominations was May 11th.

“Of all the journalistic media selected by the Pelman Institute for the publication of its announcements, *The Daily Mail* it may be frankly stated, stands easily first in importance. In point of numbers, as well as in point of ‘quality,’ *The Daily Mail*, has fairly earned this tribute to its astonishing popularity with every section of the British public. Pelman advertisements in its columns have been responded to not only by every class of business and professional men and women, but by the ‘leisured’ and official classes in equal degree. One naturally expects—and receives—correspondence from the more exclusive classes of Society when advertising in *The Times*, but the response from these quarters is equally great in the case of the former journal. Several British Generals and a large number of titled persons, now Pelman students, have become so as the result of an advertisement in *The Daily Mail*.”

—Extract from “Brain Power,” No. 19, the organ of the Pelman Institute.

# CONCERNING SPECIALISED CIRCULATIONS

**Some Advertising Media which are to-day particularly worthy of consideration by the General Advertiser.**

ADVERTISING IS to-day so cribbed, cabined and confined by a multitude of restrictions that those to whom it is a vital necessity find themselves in a position of extreme difficulty.

Their poster advertising has been confined within limits of the narrowest, and the distribution of their catalogues, booklets and the like has been no less rigorously restrained.

This would in any case affect some of them very detrimentally, though perhaps the majority could make up for the want of other facilities by wider and larger use of the Press.

Unfortunately the hand of restriction has fallen on the Press almost as heavily as upon posters and circulars.

The paper shortage has compelled newspapers and other periodicals to content themselves either with a smaller size or a smaller circulation.

As a natural result the more important advertising media which can still offer advertisers the same circulation value as of old cannot find anything like sufficient space for all who ask for it; while those which still have space possess it only at the expense of circulation value.

## A REVALUATION REQUIRED.

Even apart from the other wartime conditions that have rendered obsolete all pre-war conclusions as to the comparative values of Press advertising media, this will be sufficient to show the wise advertiser the necessity of examining the present position and possibilities of the various publications carrying his announcements with a mind uninfluenced by their past records and reputations.

It is by no means an unmixed evil that the necessity for such a comprehensive revaluation should have arisen. Advertisers have much to gain by inquiring frequently and critically into

the beliefs that govern their practice in the selection of Press media.

For a long time past the inclination of general advertisers has been more and more to pin their faith to the mammoth circulations. The magic of millions—and it is indeed a mighty magic when commercial publicity is in question—has wrought upon them so powerfully as to blind their eyes to many less obvious means of influencing public opinion in favour of their propositions.

## CONCERNING THE BIG CIRCULATIONS.

The small group of dailies and weeklies that can boast the big circulation figures jointly and severally represent to the advertiser appealing to the masses a publicity value which it would be very difficult indeed to over-estimate, but they are not adapted to fulfil every function of Press advertising, any more than a super-Dreadnought is fitted to carry out every operation of a fleet in being.

Just as the great battleship has to be supported by a variety of highly specialised craft of less imposing dimensions, so the "big circulations" should be supported by a variety of specialised "small circulations" in almost every well-organised advertising fleet of media.

Any advertising appeal that is issued broadcast to millions of readers must fail in a measure because it cannot be adapted to more than a proportion of them.

In all "big circulation" advertising there is a percentage of waste, varying greatly, of course, according to the proposition and the way it is presented, that has to be allowed for. Whatever the medium or the proposition there will be a number of readers who, owing to their individual idiosyncrasies, social environment or financial situation, are altogether beyond the reach of the advertiser. There will be many others who are not to be influenced by any

# Let your advertisement keep **GOOD COMPANY**

The "London Magazine" for August  
—on sale on July 20—will carry  
the usual array of attractive features,  
including :

*"America at War."*

By Frederick Wm. Wile

*"How America can best help."*

By C. G. Grey

*"The Russian Revolution."*

By a Special Representative who  
was in Petrograd at the time

*"Len Wake, the great new Detective."*

By Cecil Hayter

*"In Shore."*

One of his inimitable nature stories

By F. St. Mars

Let your advertisement appear in the number of  
the "London" with this attractive comradeship

W. B. Robertson,  
Advertisement Manager,  
The Fleetway House,  
London, E.C.4.

appeal in general terms—such as must be used in addressing a vast mass of people—though they would give attention and consideration to proposals more particularly pointed.

Most advertisers are well aware of this, and they use the “big circulations” with full knowledge that to score a few hits they must waste a great deal of ammunition. As long as their score wins prizes that pay for the whole of the ammunition and show as well a reasonable margin of profit they are satisfied.

At no time was it wise of them to let their satisfaction lead them to neglect the many opportunities for more definitely directed advertising that were available. Because one item of advertising machinery is of approved efficiency others need not be despised. Each has its own peculiar aptitudes and should be used to the full extent of its capacity.

#### SMALL BUT SELECT.

Whatever he did in the past, the advertiser cannot now afford to overlook the possibilities presented by media representing small and select instead of large and heterogeneous constituencies.

The “big circulations” so dear to his affections are not in a position to offer more than a limited hospitality to his announcements. To secure the publicity necessary to the conduct of the business he must perforce go elsewhere.

And among the media that can offer him remarkably good value for his money are the specifically “religious” periodicals, the papers devoted to the interests of the teaching profession and those concerned with popular hobbies.

Some of these publications have circulations that beside the “millionaires” look almost ridiculously small, but they are not really quite so insignificant as they appear.

Whatever their circulations may be they include no waste. They are bought by people strongly interested in the subjects with which they deal, and are not only read from the first page to the last, but are put aside for unhurried perusal in those leisure hours when the mind is least distracted and most receptive.

Advertisers in them not only may be

assured that their messages will reach the reader, but can count upon them coming before him under the most favourable conditions.

#### THE IMPLIED GUARANTEE.

It should also be remembered that these publications are usually held in high estimation by their readers. They represent vital concerns to those who look to them for information and guidance, and thus possess an authority and influence far beyond that of papers less strongly individualised.

This is of the greatest importance to the advertiser, for the respect paid to the medium by its readers is insensibly extended to his arguments and statements. That powerful generator of opinions and beliefs, the association of ideas, here operates altogether to the advertiser's benefit. The very appearance of his advertisements in conjunction with reading matter that is highly esteemed is, consciously or unconsciously, felt to be an implied guarantee of his good faith.

All this means that a single announcement in such a paper as any of the best of those we have referred to can be relied upon to do as much good work as ten or twenty in the general Press.

When considering the circulations of such periodicals hundreds may quite reasonably be counted as thousands when comparisons are made with papers appealing indiscriminately to the public at large.

#### A POWERFUL GROUP OF MEDIA.

The principal periodicals in the “religious” class taken altogether cover a very wide area, both geographically and socially.

Each appeals to a circle of readers that is peculiarly its own, and advertisers who should decide to make use of the whole series would not have to make any allowance for overlapping. Those who belong to one religious denomination will have nothing to do with the id as or affairs of another, and those who are strongly sectarian are not at all interested in the latitudinarian views and lax practice of “broadly” religious folk.

Probably no other group of papers is, within its boundaries, more authorita-



INTENDING ADVERTISERS  
SHOULD BOOK SPACE EARLY IN

THE  
BYSTANDER

AS OWING TO PAPER RESTRIC-  
TION, SPACE IS VERY LIMITED

*Send for further particulars to—*

GEORGE SPARKES,  
*Advertisement Manager,*  
TALLIS · TALLIS STREET,  
HOUSE · LONDON, E.C. 4.

tive and influential, and few could show a body of readers more worthy of the attention of all advertisers of articles of common personal or domestic use.

The purchasing power of readers of religious papers is admittedly high. They are read, for the most part, by the responsible heads of well-conducted households, the financial executives, and thus carry the advertiser's message into the very heart of the domestic citadel, where it is his prime business to instal himself.

That the young and frivolous do not read such papers as these the general advertiser need not regret; it is not from them that he can hope to secure the "results" that justify his trading.

Periodicals devoted to the interests of school teachers are few in number, and can show no more than the most modest circulation figures, but their influence is beyond all question as powerful as it is far-reaching. It is an influence that extends from the teacher, through the child, to the parents.

Children are always retailing at home what they have learnt at school, and they can generally command the most sympathetic of audiences. What Mr. So and So or Miss Thingumbob states from the awful eminence of the teacher's rostrum possesses to the boy or girl all the sanction of infallibility.

#### PENETRATING INFLUENCE.

And the parents, when in due course they come to hear of it, very often accept it with scarcely more question. It is the teacher's business to know; therefore it is assumed that he or she *does* know. At least, parents are well aware that their children's instructors have had to keep in mind a great deal that they themselves have forgotten, and are perfectly willing to accept what they are not in a position to controvert.

In this way teachers are every day not only implanting in the children under their charge the ideas that will in the end largely determine their way of living, and therefore of spending their money, but they are also colouring the minds and affecting the habits of a host of grown-up people with whom personally they never come in contact.

The advertiser who can influence the

teachers is therefore effectually cultivating a field out of all comparison larger than any indicated by the circulation figures of their own special papers.

Few of the advertisers who have once made trial of these papers would be willing to remove them from their lists. They have come to realise that this little band of small periodicals provides them with an avenue of approach to public favour hardly equalled by any other.

#### TWO VALUABLE OPENINGS FOR "DIRECT APPEAL."

There are two other classes of periodical somewhat unreasonably neglected by the general advertiser in ordinary times.

They are the papers dealing with "hobbies"—that is, with various occupations very largely pursued as pastimes—and the more important trade papers.

As notable examples of the former class the many excellent and popular publications devoted to gardening and photography may be mentioned. They provide the advertiser with all the advantages incidental to considerable circulation among people of relatively high spending power and to the intense interest with which they are usually perused by enthusiastic readers.

Yet the general advertiser has been perfectly willing to leave the facilities they offer to specialist traders. Surely this is an error of judgment.

The gardener and the photographer are, after all, human beings with the wants and needs of ordinary men and women. They eat and drink, smoke and wear clothes none the less because they happen to be addicted to certain forms of spare-time amusement, and would probably be more accessible to the arguments of advertisers of everyday commodities through the medium of their favourite hobby-paper than by any other approach of print.

In the same way, and for the same reasons, the readers of "trade" papers are more than commonly open to the appeal of the general advertiser. Tinker and tailor and candlestick-maker are consumers of all kinds of necessities and luxuries as well as

# THE MOST SUCCESSFUL ADVERTISING CAMPAIGN OF THE LAST TEN YEARS

## *Haig & Haig Five Stars Scots Whisky*

**I**N close and intimate co-operation with Haig & Haig Ltd. we created and guided the advertising of this now famous whisky. Twelve months ago this brand was unknown. To-day every man knows it—to-day everyone asks for it

The reason—good goods well advertised

We are ready and in a position to serve in a like manner any manufacturer who desires to win and hold the trade of the public and the dealer. Our whole organisation is devoted to creating better and more powerful advertising and applied salesmanship

We only handle the advertising of good goods

*If you wish a real advertising service, we  
shall be pleased to have a conference with you*

## W. S. CRAWFORD Ltd

*Advertisers' Agents and Consultants*

**CRAVEN HOUSE, KINGSWAY  
LONDON, W.C. 2**

vendors of a few varieties. Their chief interest lies in their businesses, and their trade papers are the one form of literature they may be relied upon to study.

In average purchasing power they are certainly on a higher level than any equal number of the unselected population.

Advertisers should rid themselves of the idea that "trade" papers only lend themselves to the advertising of "trade" commodities. The trader's business is, after all, only incident to his humanity and citizenship.

There are many other kinds of periodical of a highly specialised character that have for a long time suffered most undeserved neglect by advertisers, among them some representing the finer shades of political colouring, and others of a social-propagandist character.

Few of these possess large circula-

tions, but their readers *are* readers, and in offering a definite mark for the advertiser afford opportunities for profitable publicity far greater than their mere numbers would suggest.

The advertiser who decides to add a fairly extensive series of such publications as those referred to in this article to his selection of media will find that he has a large as well as a particularly "useful" constituency to address.

He will also find that he can conduct this part of his advertising campaign at very reasonable cost. The price of space in these specialist publications is, almost without exception, extremely modest, and the advertiser might use them to reach hundreds of thousands of potential customers at a per thousand rate which would compare favourably with that shown by any of the "big circulations" to which he has been wont to pin his faith.

## CAPTURING GERMAN TRADE

### Enterprising British Printers Seek to Render this Country Independent of Hun Goods

IT IS very gratifying to learn, as we do on the best authority, that the most encouraging results have attended the efforts of the Federation of Master Printers to enable the printing and allied trades of this country to become independent of German monopolies, machines and methods—in other words, to produce for themselves those things connected with the printing trade which before the war they had to obtain from the Huns.

As our readers are, for the most part, aware, this country before the war was almost entirely dependent for its supply of embossed labels, seals, cigar bands, cigar box labels, and the like, on Germany, while in the matter of photogravure Germany secured an enormous part of the British trade. When the war broke out it was impossible to obtain these things from our enemies, and then the Master Printers' Federation asked themselves "Why should not these and other articles of the kind be produced in England?"

But it was easier to ask the question than to supply the goods, and the need for scientific and industrial research became obvious. Therefore a research committee of expert members of the Federation was appointed, and they for many months devoted themselves to a consideration of the problems, special attention being given to the process of photogravure. The committee entered into relations with the Government Advisory Council on Scientific Industrial Research, and with the experts of the Manchester Technical School and the Leeds Technical College, who were

investigating the same subjects. Incidentally it may also be remarked that the Society of British Printing Ink Makers have been pursuing investigation on the same lines.

The results of these inquiries and experiments have been so encouraging as to surprise even the most optimistic, and when the Germans return to their senses after the war and seek to get back their old business from this country they will find British firms no longer need their services.

The development in the art of colour printing and of photogravure during the past two years has been particularly gratifying, and trade is going ahead in spite of the war. Cigar bands, embossed labels, pictures for cigar boxes, and the printed seals placed on goods can also now be made as well in this country as in Germany and at as favourable a price. The seals, it may be remarked, are a form of trade mark much used on goods sent to foreign lands. The people of those lands generally cannot read our language, but they buy the goods because they bear the seal of the lion or the elephant or whatever the device may be.

A very serious trouble which faces the British printer now, however, is the demand which the Government is making on labour—on the very men who have been taught to do so well the work which formerly the Germans did. The master printers do not wish to be unpatriotic, but they do hope the tribunals will bear this matter in mind when cases come before them.

## Get every ounce out of your TRADE MARK

**F**OR a long time I have felt (and proved to my clients) that not one trade mark out of fifty is *properly used*. Why, I'll bet that trade mark of yours is a regular gold mine of which you are only just scraping the surface !

Or take as an instance Mr. Zog. He's a clever little fellow, but not one-tenth enough is made of him—certainly he's been used in the press and on showcards, but think how much stronger he'd be and how splendidly he would reinforce the press announcements if he were made in the form of a cut-out figure for window display (perhaps he might be "zogging" a door) or think of the effect he'd have if he were a big electric sign in Piccadilly Circus or on the main streets of our great towns—but of course that's an after-war suggestion.

That indicates my work—to help you to get the utmost in selling power out of your trade mark or brand name—to suggest new ways of ramming it home—and in this issue of the "Advertising World" is given a concrete instance of my work—how I have helped Messrs. Redmayne to build up the usefulness of their "Tape Man" figure.

Read the article, see what has actually been done, and then look round and see if you too cannot take advantage of my organisation.

The following list of some of my regular clients will give you an idea of the quality and scope of my work :

**The Proprietors of "Yorkshire Relish," "Health Cocoa," "Gipsy Black Lead," "Aladdin Metal Polish," "Durafit Tailoring," "Driback Raincoats," "Benefit Boots and Shoes," "Hignett's Smoking Mixture," "Player's Country Life Cigarettes," "Crossley Cars," etc., etc.**

**I**F you are interested please write me fully to-day—the sooner you write the longer thought we can give to your particular problem, and the better you will be equipped for the great after-war rush for business. Write me to-day.



The Effective Sign Works, Leeds, E.

Signs to cover all your needs Made and fixed by OLDHAM. Leeds

## "DURAFIT" TAILORING

**The Story of the Cumberland firm of Messrs. S. Redmayne & Sons, Ltd., which, by the utilisation of modern methods of business organisation and publicity has achieved a great success.**

THE PROGRESS of the firm whose name appears above is an outstanding example of what can be achieved by co-operation between employer and employes, by the allotting of specialised work to those who are best fitted to undertake it and by non-interference with them, by the strict adherence to the policy of giving honest and good service to the public, and by the utilisation of modern methods of business organisation and publicity.

Mr. W. B. Redmayne, the head of the firm, has recently supplied us with

ceaseless efforts after better ways of conducting even what would seem to many men the trivialities of business.

Mr. Redmayne informed us that his firm has been making clothing for over fifty years, and whilst to-day there are thirteen shops in the North-West of England, all bearing the familiar "Durafit" sign and the name of S. Redmayne & Sons, Ltd., yet activities commenced in a small wholesale clothing factory in Cumberland. Mr. Redmayne and his brother entered the business when they were lads just from school, and, thanks to their father, who was a man of keen business perspective and one of the strongest believers in the future of the multiple tailoring shop, had their futures, to a certain extent, defined for them. But neither entered upon "soft jobs." In the early years of their experience they had to be up by 5.30.

It soon became evident to each that they were suited to different spheres of work; Mr. Redmayne, our informant, was the "idea man" and the publicity enthusiast, whilst his brother was the "financial whale." They decided that each should look after his respective part of the business without hindrance from the other. Thus were truly and intelligently laid the first solid foundations of what was destined to grow into a flourishing business.

The first branch shop was opened in Carlisle in 1878, and was rapidly followed by branches in Penrith, Workington, and other towns in the locality. After a dozen branches had been opened things settled down, and a sound, steady business, with a fine reputation, progressed in both ready-made and bespoke tailoring.

Mr. Redmayne said: "We are not too proud to accept a good suggestion from an errand lad or anyone else. We encourage our workers both in the factory and in the shops to make any

**The Old Dye**  
How I test my  
Blue Serges.

Customer: "I say, Durafit. How can you test a good blue serge?"  
Durafit: "The best test is to wash and run."  
Customer: "Yes, but that's no good for me. I want to know before I buy."  
Durafit: "Quite right. The blue might fade to a green or brown."  
Customer: "How do you test your 'Never-Fades'?"  
Durafit: "We test them on a lightship out at sea. We've tested other serges alongside them and they have gone quite green."  
Customer: "Then I suppose I can rely on the colour of your 'Never-Fade' Serge standing?"  
Durafit: "I give you my word. I'm the Durafit man. Durafit means reliability—in years—in fit—in word. My price is only 45s. for my guaranteed 'Never-Fade' Blue Serge Suit. Other qualities of serge up to 70s."

**Redmaynes**

I'm 'Durafit,'  
The Blue Serge Specialist.

AN ATTRACTIVE LAY-OUT

the following interesting information concerning the development and advertising of his business, and it gave us much food for mental reflection on what can be accomplished by untiring energy and



## **Factory Efficiency!**

### **MR. CASSON'S NEW BOOK "FACTORY EFFICIENCY" IS NOW ON SALE.**

It is an indispensable book for Directors, Managers, Superintendents, and Foremen.

For instance, it contains the answers to the following fifteen questions:—

#### **FIFTEEN QUESTIONS ANSWERED.**

1. Why do most Manufacturers fail? Page 40.
2. What is Industrial Efficiency? Page 70.
3. What is the British method of introducing it? Page 94.
4. What is the secret of Profitable Management? Page 105.
5. What is Constructive Economy? Page 111.
6. What is Staff and Line organisation? Page 127.
7. What are a Foreman's duties? Page 134.
8. What is a Planning Department? Page 139.
9. What are the 10 Rules of Foremanship? Page 142.
10. What are the 13 points in Motion Study? Page 154.
11. What is the main factor in Output? Page 164.
12. What is the new law of Visibility? Page 172.
13. What is the main cause of Fatigue? Page 180.
14. How can Employees be made loyal? Page 187.
15. How can Efficiency be best promoted? Page 206.

This book is practically a Course of 12 Lessons on Industrial Efficiency. Handsomely bound. Price only 10s. post free. Order from

### **The Efficiency Magazine**

4, LINCOLN'S INN FIELDS,  
KINGSWAY, LONDON, W.C. 2.



To

## **G. Marconi**

whose vision of a means of transmitting messages through the ether was crowned with success, both scientific and commercial,

## **THE PASSING SHOW**

*gives thanks.*

Every invention which adds to the amenities of life is of direct assistance to "The Passing Show," for the more enlightened the public become, the more they appreciate "The Aristocrat of Humorous Weeklies."

*There will be no need to "Marconigraph" your instructions for space in "The Passing Show," although speed is essential as there is comparatively little space available in the next few issues.*

Philip Emanuel  
Advertisement Manager  
ODHAMS LIMITED  
85-94, LONG ACRE  
LONDON, W.C. 2.

New Telephone No. Gerrard 9870 (seven lines).



# The Onlooker Sees Most of the Game

What a leading American Advertising Authority says of the Cambridge Magazine :

“ POSSIBLY the name of the *Cambridge Magazine* may have been among some list submitted to me much too long and useless to read. Now this little paper—I have no hesitation in saying—is to my mind the best medium in England at the moment. It is not often realised, except by those who have a taste for economics, that nine-tenths of England’s wealth is owned by one-tenth of its population. Perhaps it is ignorance of this fact that sends men off spending fortunes in trying to influence the remainder. Here you actually have a paper that fulfils the ideal of going to one class—that the richest. The bright way its literary matter is set up and the praise it has received from men known in two continents like Arnold Bennett and Jerome K. Jerome proves this. Its circulation of a few thousands is, of course, absurdly small, but £100 spent here is £100 spent with more method, more sense, and more economically than can be spent, I should say, anywhere else.”

Miss SYBIL T. SCOTT in “What’s Wrong with the Agents,”  
in *The Advertiser’s Weekly*, May 12, 1917.

“ Miss Scott has come over here on behalf of her father, a wealthy manufacturer, to arrange for a great publicity campaign, which shall begin at the first signs of imminent peace. She has for some years managed various concerns belonging to her father, and made quite a name for herself in American business.”—*Sunday Chronicle*.

And you may trust a woman to know a bargain when she sees it.

we have found most difficulty with advertising agents—they would insist on emphasising the price; and we have had quite a difficulty in showing them that *anyone* could make suits at the same price, but we sold them because it was the *superior make* at the price. Hence the slogan we have tacked on to our brand, 'There's something in the Make.'

"Our advertising scheme was not yet complete, however. We had to get the "Durafit" brand registered and we wanted a good trade mark to illustrate it. Here suggestions came from our managers and others from our factory staff. At this moment we came into touch with Messrs. Brockie, Haslam & Co. We explained to their partner, Mr. Brown, that we wanted some kind of distinctive figure with which our advertisements could always be associated.



**Come on, Boys, for a slashing cut.**  
**52/6 Suits cut to 39/6**  
**25 per cent down.**

*Durafit.* "This is my 'War Special Time Offer'!"  
*Durafit.* "What! Cutting down prices in War Time?"  
*Durafit.* "Yes. When times are desperate, and naturally suits won't last unless new. It suits us if there's going to be a cloth famine. The Government have taken notice of this, bought up the wool, and monopolised the weavers with the Government order, but the going to have a right in at my 'Quick Trade Offer' as well!"  
*Common.* "Really there's no need to reduce your prices this year?"  
*Durafit.* "No, there's no need to do it. All my ducks will still be in the water, but my 'Quick Trade Offer' is one of my best advertisements. It brings me new customers every year. Last year I had a record sale in spite of so many of my friends being in the line!"  
*Common.* "Does it pay?"  
*Durafit.* "Well, yes. I can't say it pays. I make it just make my business without having any profit, but before the war, I would still be running on, and I'll still advertise with it at these very low prices to clear my surplus I can spare!"  
*Common.* "How long does the offer last?"  
*Durafit.* "I always say the offer lasts the rest of my Spring trade year in, as I get as many orders as I can make at popular prices. This year I shall close my 'Quick Trade Offer' on Monday, March 10th. Remember the price, 1916 suits for 39/6."

**Redmaynes**  
 4, MARLBOROUGH SQUARE, LONDON, W.1.  
 Also at Mayfair, Worthing, Brighton, &c.

A HALF-PAGE  
DOUBLE COLUMN

ent expression, which is from the pen of one of the artists connected with Mr. J. Oldham, of Leeds.

"We were then ready for an extensive advertising campaign with 'Durafit' as our impersonated trade mark, and our campaign caught on splendidly, 'Durafit' constantly discoursing in dialogue and monologue on the merits of his clothing.

"All along we have been great believers in getting the public to help in our advertising, and for this purpose we

have arranged several competitions, among them a competition for the best Limerick or rhyme on 'Durafit,' which has been productive of very pleasing results. Also we have had a competition for boys under 13 years of age for the best drawing of 'Durafit.' This was very successful. 'Durafit' is a man of many parts. In one advertisement he appeared as an officer, leading a charge and flourishing a huge pair of scissors in place of a sword 'to cut down prices.' It is not only in Press advertising that he 'does his bit.' He talks to people from the hoardings, in railway stations and railway carriages, and in a host of other ways. In this part of his work he has been made more than ever famous by the ingenuity of Mr. Oldham.

"Here may I say that we have found



MR. DURAFIT AS  
ORIGINALLY DESIGNED  
BY MR. J. A. BROCKIE



MR. DURAFIT AS DESIGNED  
BY MR. J. OLDHAM



# An Opportunity for the proprietors of *the Best Baby-food*

In July the public attention will be focussed on Infant Welfare. Every mother in the land will be interested in the schemes projected during "Baby Week." Herein lies the opportunity—an unequalled opportunity—for the best baby food to rise predominant in the public eye.

Three things are needful :—

1. A Product of unquestionable quality.
2. A broad-minded, imaginative Advertising Campaign, backed by a sound selling scheme.
3. The resources necessary to carry a big scheme through to a successful conclusion.

---

W. H. SMITH & SON  
*The House of Great  
Resources,*

55 FETTER LANE  
LONDON, E.C.4.

---

We have the scheme. It is sound. It will prove intensely interesting. It will secure free publicity. If the Product is right the Scheme will enable that product to secure permanent recognition. We are ready to lay this scheme before the Proprietors of a baby food who consider that their product is of the quality necessary for success.



a good shop one of our best advertising media. A few years ago we decided gradually to standardise our shops. The results have well repaid the expense. Another scheme of advertising we employ largely is the use of special window displays, not simply displays of goods, but novel scenic effects. Here Mr. Arnold Redmayne renders most valuable assistance, though just now he is in the Army. Our aim is to have a series of seasonable displays so that the shop windows are ever fresh and up to date. In these window schemes one or more of the special features of 'Durafit' tailoring is, or are, always in evidence. Long has the lesson been learned that it is easy enough to attract crowds to your windows, but to entice into the shop the crowd, who are potential customers, some selling points must be shown."

The "Service" idea lies at the back of every advertisement put out by this house. As Mr. Redmayne remarked: "However attractive and convincing

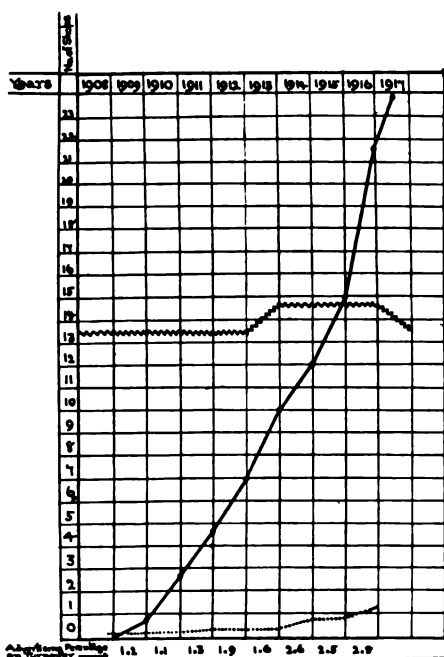


A RAILWAY STATION SIGN

one's publicity may be, it is of no permanent value unless it is backed up by efficient service." Here a kindly tribute was paid to the whole staff of the firm, and it was added that even in times of the greatest unrest there had been no serious labour disputes. "The chief person to whom we are indebted for all the efficiency and high standard of organisation in our business," said Mr. Redmayne, "is our general manager, Mr. H. Dixon."

It is only during recent years that Messrs. Redmayne have advertised along modern lines. From 1909 onwards, when progressive advertising ideas were commenced, the turnover has been more than doubled. Each year has shown an increase on the previous one, notwithstanding that only one moderate-sized branch has been added since 1909. Mr. Redmayne remarked that at one time he and his colleagues considered that there was very little chance of raising the turnover of a branch shop above a certain figure. To-day this figure has been passed and in some cases doubled. The firm attribute this tremendous growth to the introduction of modern methods of publicity, backed by efficient service to the public.

Before the war Messrs. Redmayne's business was conducted with the object of catering for young men rather than the older generation, which in view of the fact that there are now millions of young men whose only wear is khaki, makes the enormous increase in trade during the last two years all the more remarkable. It is nevertheless a striking demonstration of the powers of advertising when intelligently planned and efficiently applied.



Advertising Expenditure	1907-1910	1911	1912	1913	1914	1915	1916	1917
Net Profit	1.2	1.4	1.5	1.9	1.6	2.4	2.5	2.9
Turnover	1.2	1.4	1.5	1.9	1.6	2.4	2.5	2.9
Advertising	1.2	1.4	1.5	1.9	1.6	2.4	2.5	2.9

TABLE SHOWING THE DEVELOPMENT OF THE BUSINESS



# The Christian<sup>2d</sup>

No. 57 THURSDAY, MAY, 10, 1917.



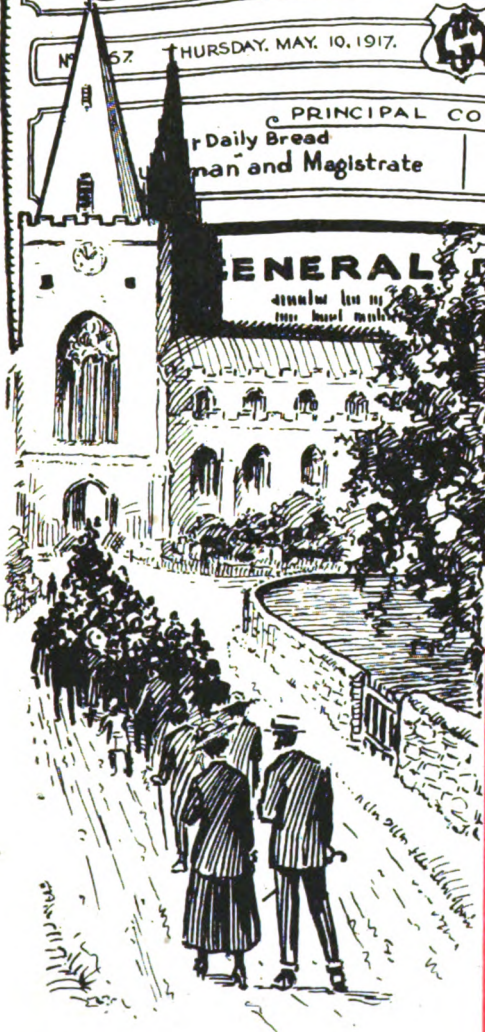
Registered at the G.P.O.  
as a Newspaper.

TWO PENCE  
Post Free 2½

## PRINCIPAL CONTENTS

Our Daily Bread  
The Man and Magistrate

When Our Lads Return  
The Divine Food Controller



## THE CHRISTIAN

12 Paternoster  
Buildings  
LONDON, E.C.

**D**ON'T let the magic of millions blind you to the fact that these millions are not all prospective purchasers.

There are many thousands of people waiting to buy your goods who are not included in these millions.

For instance, the readers of "The Christian" form a large body in themselves—quite untouched by the ordinary daily and weekly press.

That this is an extraordinarily productive field is proved by the fact that it produced nearly £20,000 for charity in one year.

By advertising in "The Christian" you reach this class—which comprises members of all sections of the British Church—by the most direct route.



# FOR THE ADVERTISING MAN'S LIBRARY

"Factory Efficiency." By Herbert N. Casson.  
*The Efficiency Magazine.* 10s. net.

MR. CASSON'S manner of expressing himself is pungent, pithy, and pointed, and he is invariably as entertaining as he is instructive. If all writings on the subject of commercial business were instinct with the same inspiring cheerfulness and marked by the same absence of academic solemnity they would be much more widely read.

Most writers who deal with the modern developments of "business" theory and practice seem to think it necessary to write with the dignity and dulness proper to those expounding deep and awful mysteries. Such never was Mr. Casson's plan.

He will not have it that there is anything awful or mysterious about the application of scientific knowledge to manufacturing and trading operations. Words do not frighten him or confine his thought. He treats them with respect when they serve as convenient vehicles for the conveyance of his ideas, but refuses to reverence them as possessing any magical virtue of their own.

The word "efficiency" is often in his mouth and at the point of his pen, but it is only used as a label, not as a commodity. He also uses other terms of a specialised phraseology, but never in such a manner as to darken counsel.

In everything that he writes he shows himself to be in full control of a varied vocabulary—a control sadly lacking in the generality of writers on technical subjects. Not only does he always know what he means, but he is singularly happy in conveying the precise shade of his meaning to his readers.

Incidentally it may be observed that he is as fertile as felicitous in apposite analogies and expository illustrations. What he has to teach and suggest that is new and strange is almost always made easily comprehensible by an apt comparison with something established and familiar.

British business men are a conservative race, and Mr. Casson has, as he is evidently well aware, to combat a great deal of inertia and prejudice. The straightforward commonsensibleness of his propositions and the clearness with which they are presented in his latest book should, however, disarm all but wilful opposition.

The basic principles of scientific management, he insists, "are now very widely established. They are practically not debatable." Over and over again in all sorts of circumstances they have been tested and proven. The business man who ignores or condemns them is setting himself into passive or active opposition to natural laws and plain facts, and not merely to working hypotheses or tentative theories.

"No matter what your business is, you can dig up the facts regarding it. You need not continue to depend upon a jumble of mere opinions, picked up chiefly from

other people. *You can find your own facts.* You can put your business squarely on these facts. You can make your plans and do your work in accordance with facts and not in a muddling or arbitrary way."

Many of our "hard-headed" business men would doubtless regard Mr. Casson as a theorist with a heated imagination; but his insistence on the value of facts scarcely seems to support such an idea of him.

If, however, he does not desire that manufacturers or merchants should make any move until they have carefully studied and co-ordinated all the available facts bearing upon their proposed operations, Mr. Casson is still less willing that they shall stand still.

"Playing for safety" beyond a certain point does not in the least appeal to him.

"Recently," he remarks, "I heard a London business man say, 'I do not feel that I can go ahead in this matter until I am absolutely sure.' This is the spirit of inertia. How can any practical man in a world like ours expect to be 'absolutely sure'?"

"We have far too much of this passion for safety. It is the penalty of living in this safe island, where there has been no successful invasion for 850 years. We need more 'merchant adventurers' and more men who dare take the necessary and legitimate risks of commerce."


It was never more necessary that this should be said than at the present time. Those who made British commerce one of the wonders of the world were certainly not characterised by an excess of caution; and those who would maintain and consolidate its supremacy must also be more disposed towards enterprise than security.

"There are two kinds of mistakes—the mistakes of energy and the mistakes of inertia. Mistakes of energy are not serious. They very seldom lead to failure, but the mistakes of inertia are most deadly. Few firms are injured as much by doing as by not doing."

Mr. Casson is not a mere iconoclast. He appreciates to the full the value of a rich inheritance from the past, the accumulated experience of past generations. But he would not let the grip of the dead hand strangle living organisms.

"We may say that the fabric of life is woven with Warp and Woof. The Warp is made of the long strands that keep us all together and that reach back far into the past. The Woof is made of the short strands made by the opinions and events of to-day."

"The Warp is the immortal part and the Woof is the Passing Show. The Warp means Shakespeare, and Columbus, and Napoleon, and Cromwell, and Lincoln, and the Bible, and the Magna Charta. The Woof is the news of the day as we read it in newspapers and magazines."



# Do you want "Circulation" or Readers?

THE paper that is *read* is the real advertising medium, not the paper that merely gets a glance on its way to the waste-paper basket. People buy *The New Witness* because they want to read it, not because they want to scan headlines.

Just consider that :

It is edited by an accepted leader of public opinion.

It circulates exclusively among people who are well-to-do.

It is read from cover to cover.

It is read by people who are not in a hurry but at leisure.

Each copy passes from hand to hand and has a circulation of its own.

and ask yourself if it should not provide a sound medium for advertising "quality" commodities.

## The New Witness

Edited by G. K. CHESTERTON,

20-1 Essex Street, Strand, W.C.

"He who forgets the Woof of life becomes a bookworm, or a theorist, or a fanatic. He who forgets the Warp of life becomes a shallow trifler, blown here and there like a dry leaf by every chance wind of opinion."

"In building the structure of advertising, for instance, I would say that the Woof consists of prevailing fashions in type, in phrase, in art, and in public opinion. I would say that the Warp of advertising consists of the basic facts of human nature and of industrial history."

It is plain that the writer is as fully alive to the importance of ballast as of sail area to the good ship "Commercial Adventure."

He marks down one fertile cause of inefficiency in the aptitude of the business man to believe that his particular business is unlike any other and that no outsider is in a position to offer any useful advice concerning it.

The basic principles of business are universal and of universal application. Even in their details the most apparently dissimilar businesses will be found to present the strongest likeness to each other when critically examined.

"Many business men," observes Mr. Casson, "are like young mothers. A young mother seldom knows how to care for her baby, but it is her own baby. She is its mother. She loves it better than anything else in the world. Nothing that she can do can harm it."

"In the same way some men mother their businesses. They fancy just because it is their own business that they know what to do with it."

"And so many a baby and many a business dies of some small preventable disease."

#### **"General Cargo." By Richard E. Goddard. Constable & Co., Ltd. 4s. 6d. net.**

"This small work," says the author in his preface, "is intended to act as a modest pointer to those who desire to make an effort, after the war, to get back some of the losses caused by the war."

He has fulfilled his intention in a manner for which all those operating, or proposing to operate, in overseas markets should be grateful.

Mr. Goddard, who is the foreign sales manager of Messrs. Humber's, Ltd., has had "exceptional opportunities of studying first-hand the manners, customs and requirements of the principal countries of the world," and has made good use of them. That he has an observant eye and an enquiring mind is evident from beginning to end of a most instructive book.

To sum up his conclusions in a rough-and-ready fashion—which is all that we can do in the space at our disposal—we may say that he emphasizes the necessity of understanding the minor peculiarities of foreign markets, while he does not admit that these necessitate any radical variations in the commodity to be sold. "It has been my experience," he says, "that the modifications demanded by various territories are not nearly so great as, at first sight, they appear."

To be efficient the business man must be teachable. He must learn what scientific efficiency has come to mean in the factory and the store.

Efficiency is not system and it is not drive. It is knowledge and control. "The aim of efficiency is to take guess-work out of business," to ensure the most economical use of energy, materials, and time.

It thus represents merely an endeavour to attain results that every business man is trying to secure, by means of an exact knowledge of all relevant facts and their relation to each other, instead of by trusting to lucky flukes.

"What is Efficiency? Is it not doing a thing in a clean, quick, competent way? Is it not doing a thing with the least expenditure of brain and force? Is it not doing a thing the way a thing ought to be done?"

"Why, then, this foolish fear of Efficiency? Why make a cult of incompetence? Why try to put a halo of sanctity around stupidity? Why treat business as though to be legitimate it had to be antique?"

Such questions as these surely carry their own answers.

It is impossible for us here to follow Mr. Casson through the detailed arguments by which he supports his main thesis, or to quote from the wealth of actual "instances" by which he illustrates them.

For these we must refer our readers to the book itself, assuring them that they will find its perusal pleasurable and profitable.

The author is the more entitled to respect in that he has done with notable success what he advises others to do. He is not merely a signpost, but a guide who knows the ground from his own journeyings.

These will be words of comfort to the producer, but they must not blind him to the necessity of adapting his goods in small details, and more particularly adapting his methods of salesmanship to the particular markets which he may desire to cultivate.

It is not so much in the goods as in the manner of their offering to the dealer and to the purchaser that the British trader has fallen somewhat behind the more enterprising of his competitors.

To an Eastern, whose idea of trading is based upon a tradition of leisurely bargaining that has the sanction of untold centuries behind it, the procedure that is called "businesslike" in the West is not only an offence, but an absurdity. To the dwellers in those favoured or afflicted lands where "to-morrow" presents an ever-open escape from the irritating urgencies of to-day any suggestion of prompt decision, not to mention cash settlement, is an outrage.

The trader may build up the best of goodwill in Tampico by the very same means that would make him unpopular in Teheran, and an outcast in Timbuctoo. "Manners maketh man," and manners even more emphatically make trade in foreign markets. It does not matter how "right" the goods may be if they are offered in the wrong way.

Witness our author in just a by-the-way

## You and— your Audience

**E**VERY man has his Audience—yours is the Public to whom you wish to sell the goods you manufacture—or shall we say *used* to manufacture?

To-day they are waiting for your message.

• • •

Your Audience is reached through the medium of publicity—

You have “no time to worry about Publicity”—yes, we have heard that expression time and time again—

Well, it's our business to do the “worrying” for you—

Let us speak for you, and let us do it now.

The Siviter Smith Organization is unique—to learn what we can do for you, and how we can do it, will cost you nothing.

Will you ask us for our booklet, “A Circle of Service,” and let us call on you?

**SIVITER SMITH SERVICE**  
SIVITER HOUSE, BIRMINGHAM  
10 Lincoln's Inn Fields, LONDON



The *real* Service Symbol.



story concerning trading in the native States of British India:

"Once you entered certain native States you had to obtain the ruler's sanction to leave again. There was one such province in the United Provinces where one poor box wallah landed full of hope, and determined to sell or die in the attempt. His time was carefully parcelled out, and he had allowed himself exactly one week—deeming this three days more than was likely to be required. He was, it may be mentioned, a box wallah with a persuasive tongue which, until he arrived at the particular State in mention, had never failed to be a golden tongue. He sent his card to the palace and waited.

"Ten days afterwards he was still waiting.

"Eventually, as no summons arrived for him to show his wares, he made inquiry from the Minister's Babu secretary—a voluble and affable person who had once failed for the Calcutta University matric.

"'God, He knows!' responded the latter in answer to the query as to the possibility of the Rajah Sahib seeing the box wallah at an early date. 'At present he sleeps.'

"'But,' quoth the commercial, 'he can't have been sleeping for the last ten days.'

"'Why not?' replied the Babu. 'Ten days—fourteen days—a month—all the same to the Rajah Sahib. My master very peculiar man. Does everything thoroughly. Eat a month—drink a month—stay a month in Zenana—sleep a month—talk a month. My master very curious man!'

"'Then perhaps I'd better go and come

back later,' suggested the box wallah hopefully.

"'Sorry; no can go without Maharajah Sahib gives lookum,' returned the Babu. 'You go—he wake—swear like hell for a month after. No, no—you wait see.'

"And the disconsolate box wallah had to."

This is, of course, a story with a moral: and the moral is that salesmanship, though basically identical in Bond Street and Benares, is in essential details vastly dissimilar.

It may be entirely unreasonable that green should be a colour delightful to the Russian and hateful to the Chinese; that chequer patterns should be all the rage here, and that stripes should have it all their own way there. But it is so: and whoso would offer his wares in strange markets must shape his course in accordance with all these quaint predilections of the purchasers therein.

Mr. Goddard will tell him a great deal of what he ought to do, and, more valuable still, what he ought to avoid.

If his book is not read for any other reason it should be read by way of insurance against expensive misadventures in foreign fields.

All the overseas markets, of which he writes so understandingly, will have to be exploited far more thoroughly in the future than they have been in the past if British commerce is to hold what it has won. To operate in them without understanding is to court disaster; and, therefore, we may fairly say that to read and digest Mr. Goddard's illuminating notes on merchandise, men and manners is a duty which all British manufacturers and merchants who look beyond our own coasts owe both to themselves and to the country which has placed such vast interests in their hands.

**"Lydiatt's Book: What's What in Canadian Advertising." Compiled and published by W. A. Lydiatt, 53 Yonge Street, Toronto. 2 dols.**

This work, most useful to all who advertise in Canada, is now in its fourth year and grows in value, so great is the range of the information it imparts, and so concisely is it expressed. Several little improvements have been effected in the new edition, and it has been brought well up to date, a matter of the utmost importance in a field like Canada where conditions change so rapidly.

For one thing there is shown a more complete range of advertising rates from the daily Press, and for the first time we believe there has been adopted a method of separating local and out-of-town net paid and gross average circulations. It will be noted that changes in advertising rates have occurred with practically all the more important media during the year, increases not always based

on increased circulation, but often due to enhanced publishing costs. Compared with the rates quoted in the 1916 edition it will be seen that this year's rates show an average increased cost per 1,000 circulation of approximately 12½ per cent., based on the rates of the forty-seven publications having 25,000 or more circulation. Billposting rates also continued to increase, but Mr. Lydiatt says there has been a gradual improvement of the service.

We cannot attempt even an outline of the contents of the little volume, but may just mention that among its new features are a summary of Canada's progress, statistics of towns having a population of 5,000 and over, a list of advertising agents, rates of leading United States newspapers, and more complete data regarding magazines and agricultural publications. *Lydiatt's Book* is absolutely independent of any agency or publisher. It will be welcomed by every advertising agent or manufacturer who does business with the Dominion.

At the Marylebone Commercial Institute, Upper Marylebone Street, Mr. J. Bertram Branson commenced on April 27th a course of thirteen lectures on "Commercial Distribution." The course is divided into two parts—Advertising and Selling. The synopsis for

the former included general principles, copy, type, display, media, retail and store advertising, form letters, catalogues, etc., advertising campaigns, advertising agencies, outdoor advertising and house organs.



## Changes in the Advertising Field.

Mr. Welsh-Lee has resigned his position as motor editor and assistant advertisement manager of *The National News*, to which he was appointed on the formation of the paper, in order to take up an interesting post under Government in connection with the tanks. Mr. Welsh-Lee is probably best known to advertising men as the introducer of the Dunlop figure into the Dunlop advertisements, an innovation he made in his capacity as advertising manager of the Dunlop Company. For fourteen years Mr. Welsh-Lee has been connected with the motor industry, and his experience therein will prove of practical value in his new work.

Mr. F. E. Richards has taken charge of the advertising department of *The Civil Service Gazette*, now under the control of Mr. Warwick Brookes, M.P. The advertisement department of the paper is now at 12 Suffolk Street, Pall Mall.

Mr. Victor S. Homewood, advertising manager of Wood-Milne, Ltd., indiarubber and asbestos manufacturers, will, on July 1st, join the Army. Prior to taking up his position with the Wood-Milne firm Mr. Homewood was connected for nine years with the late Continental Tyre Co. Mr. Homewood is a firm believer in high-class advertising as an efficient selling force, and has done excellent work in this direction.

Mr. Oswald Boreham, formerly advertising manager to Messrs. Carreras, Ltd., the proprietors of Turf Cigarettes, recently left England for New York, and writes us that within thirty-six hours of landing he had secured a good position. Mr. Boreham did some excellent work in this country, and will, we are sure, do credit to British advertising generally on the other side of the water.

Mr. William C. Muir, advertising manager to Messrs. Albert Baker & Co., has resigned that position to work under Mr. Kennedy Jones in the Food Control Department.

Miss Macrae, editor of *Home Notes*, has been appointed as a director of Messrs. C. Arthur Pearson, Ltd.

ALL ADVERTISING and newspaper men deeply sympathise with Mr. Arthur Bockett, hon. solicitor to the Incorporated Society of Advertisement Consultants, on the death in action of his only son, Lieut. Bockett of the H.A.C. The gallant young officer met his end in France.

**LET US  
PROVE OUR METAL**  
by sending you a free  
rough sketch or our  
Illustrated Booklet.

**HELLIER-ENSELOW STUDIO**  
40 GUNNERSBURY LANE  
LONDON · W.

Phone 932 Chiswick.



# Twenty Thousand for One Shilling

—that is the low rate  
per inch for the

## DAILY DISPATCH

—work it out for  
yourself—half  
a million at  
25/- per inch

—the most profitable  
medium in one of  
England's most  
profitable districts.

Within fifty miles area of Manchester  
there are 10 million people—the wealthiest  
industrial district in the United Kingdom.

46 Shoe Lane,  
London.

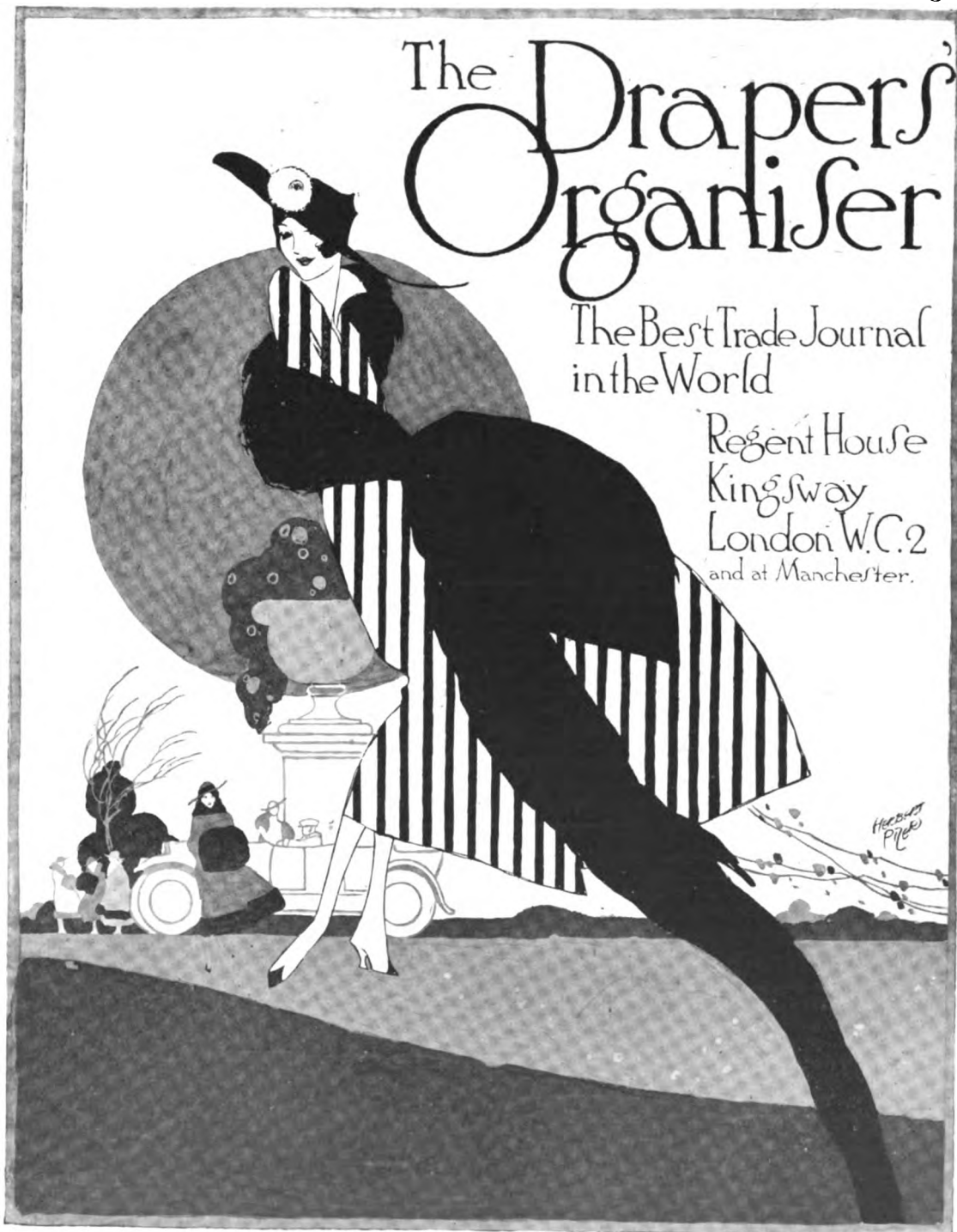
Withy Grove,  
Manchester.



# The Drapers' Organiser

The Best Trade Journal  
in the World

Regent House  
King'sway  
London W.C.2  
and at Manchester.







E. LUCCHESI

*"For Him"*

## Picture Offer

to "De Reszke" Smokers only

This picture, "For Him," on antique paper, 15 in. x 10 in., will be sent free to any smoker forwarding to address below

a "De Reszke" box lid  
and 2d. in stamps,  
mentioning  
Picture  
No. 47

Medical Men—they are good judges — praise "De Reszke" Cigarettes for their purity, and admire them for their flavour

SOLD EVERYWHERE

Or post free from J. MILLHOFF &amp; CO., Ltd (Dept. 70), 86, Piccadilly, London, W.

**"De Reszke" *The Aristocrat of* Cigarettes**

Digitized by Google

# OVERSEAS ADVERTISING



## U.S.A.

In our last issue we briefly announced the fact that the Mahin Advertising Co. had been acquired by Mr. Wm. H. Rankin, but the career of Mr. Rankin has been so interesting and the change is so important that the matter is worth some further reference this month.

In the first place we are pleased to say that Mr. Rankin, who has achieved such a conspicuous success in the field of advertising is by



MR. WILLIAM H. RANKIN

extraction British, for both his father and mother were born in Scotland, though Mr. Rankin himself is a native of New Albany, Indiana. Mr. Rankin is only 39. His father as a lad enlisted in the Scottish Highlanders and served through the Crimea, returning home a captain, but William Rankin was only seven when his father died, and the lad had to set to work very early to support himself and help to keep his family. He had to earn his living as best he could, and lit the street lamps of Albany in the evenings and carried papers in the morning. But by hard work he got on, and his first step in the advertising line was the seeking of advertisements for a Y.M.C.A. magazine he edited. The next step was when he entered the advertisement department of the *Indianapolis Star*. After that progress was rapid, and among the offices he now fills is that

of president of the Western Advertising Agents' Association. He has handled all sorts of advertising and on a big scale.

The range of products which the agency advertise is astonishing, and the business of the firm which now bears his name has more than doubled since he became its vice-president eight years ago. It is one of the largest organisations of its kind in the United States. We should like to offer to Mr. Rankin our hearty congratulations upon the success which he has achieved and our good wishes for the future of his enterprise.

## Canada.

Canada, like Great Britain, is confronted with a dearth of farm labourers, and therefore an Order in Council has been passed at the instance of the Minister of the Interior approving a plan for the carrying on of an advertising propaganda for farm labour in the United States. This is done with the co-operation of the three Governments of the Prairie Provinces and the Business Men's Committee of Winnipeg.

## New South Wales.

Mr. C. Shaw, advertising manager to Messrs. David Jones, Ltd., Sydney, writes to us as follows:—

"Your article on 'The Increased Price of Blocks' is specially interesting to us as almost parallel circumstances occurred here about twelve months ago. Exactly the same objections were raised to the engravers' decision to increase their rates. The discrimination between large and small users of blocks was made by allowing a discount in case of the advertiser guaranteeing to place blocks to a specified minimum amount in twelve months. Thinking you may be interested in the scale of charges, a copy is enclosed herewith." From this scale we make a few extracts: Three colour, from coloured originals, 3s. 6d. per square inch of square finish and 4s. per square inch for vignette, deep etch or contour, minimum 20 square inches. Line work—ordinary line, 4½d. per square inch, crayon or pencil, 5½d., script, copper plate or type-writing, 7d.; minimum in each case, 12 inches. Half-tones—ordinary square finish, 7d. an inch; deep etch, vignette or contour, 8d., line and tones combined to be charged overall measurement at not less than the usual rate and the minimum charge for the tone and line in their proportion in the engraving; two-colour half-tones, 1s. 7d. per square inch. Minimum in each case, 12 inches.

## South Africa.

The Diamond Inks (Colonial), Ltd., write us concerning Mr. Bartlett's article on "Publicity in South Africa," which appeared in our January issue. They say:

"We have read with interest the article and venture to disagree with one remark which Mr. Bartlett has made. He says that 'Good blocks are difficult to obtain, and it often



THE BRITISH ELECTRICAL  
FEDERATION LTD.

## Consider the Power of Your Pound

AND

## The Might of Our Millions

**T**RAM AND BUS ADVERTISING, no matter from which aspect you regard it, is a medium of continuous and consistent influence. Consider the following figures. To live Advertisers they should suggest possibilities.

## 404,000,000 Passengers Annually

Think of the vast number of passers-by who also see Tram and Bus Advertisements. It affords the supplementary force which will make your restricted Press campaign completely successful.

J. PEACE,  
ADVERTISEMENT MANAGER,  
The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C.2

THE MOST POPULAR WEEKLY PAPER  
WITH THE SCOTTISH BORDER PEOPLE IS

## The Southern Reporter

AN ADVERTISEMENT IN ITS COLUMNS WILL BE  
PRODUCTIVE OF EXCELLENT RESULTS TO ADVERTISERS

*Guaranteed Largest Sale. You know what you are buying. Test its value.*

**Head Offices—High St., Selkirk.      Edinburgh Office—100 Princes St.**

### Wanted to Purchase for Cash

Copyrights or publishing rights  
and stock of secondary educational,  
technical or Medical Books.

Full particulars with specimen copies to J.  
Hutchinson, Chartered Accountant, 6, Holborn  
Viaduct, E.C.



**ON THE FACE OF IT**  
you can lose nothing by  
getting a rough sketch free.  
Send for booklet and full  
particulars:-

**THE HELLIER DENSELOW STUDIO**  
40 GUNNERSBURY LANE, LONDON, W.  
Telephone 932 Chiswick

### Death of Mr. John Williams.

THE DEATH is announced of Mr. John Williams, of Williams' Advertising Agency, Lion Chambers, Kirkgate, Bradford, a business which he founded in 1898. Mr. Williams, who was seventy-three years of age, was a native of Manchester, but had resided in Bradford over forty years. He was for twenty-eight

years a member of the advertising staff of *The Yorkshire Observer*. In the absence of Mr. G. H. Williams, who is on active service (Royal Field Artillery) the business will be conducted by Mrs. G. H. Williams, who for several months now has successfully controlled operations during the illness of Mr. Williams, senior, and the absence of her husband, Gunner Williams.

becomes necessary to have these made either in America or England if the best results are to be secured.' From our experience we believe there are firms in this country who are able to make first class blocks of every variety, and some of the three-colour work being done here is excellent and compares, if not favourably, then very satisfactorily, with the blocks made overseas. It is only a question of the scope of one's trade justifying the expense."

### New Zealand.

At a meeting of the Newspaper Proprietors' Association of New Zealand, held in Wellington, it was decided to increase the price of papers as from April 1st. In the majority of

cases the paper will be raised from one penny to two pence.

### Italy.

The Acting British Consul-General at Turin (Mr. T. D. Dunlop) requests United Kingdom manufacturers who have branches, agents or other representatives in Piedmont to forward to him the addresses of such representatives, as these will be of great assistance to him in dealing with inquiries from Italian merchants.

It is desirable that a copy of the letter addressed to the Consulate-General should be forwarded to the Department of Commercial Intelligence, 73 Basinghall Street, London, E.C. 2, for its information.

## THE RUSSIAN MARKET

THE RUSSIAN EXHIBITION now being held at the Grafton Galleries, Grafton Street, W., makes strong appeal to lovers of Russian art, but to our readers it is the industrial aspect of the exhibition which is of especial value. That side is represented by the Russo-British Trade Exchange, and commercial men, of whom we are glad to learn many are visiting the exhibition, should certainly call there to discuss trade openings.

It may be urged that this is not a time for sending goods to Russia, or starting new businesses there, because of shipping difficulties and Government restrictions, but now is the time for sowing the seed to be reaped in the harvest which ought to follow in the years after the war, and which certainly will follow if the opportunity be taken now of telling the people of Russia about British goods.

This is the lesson which Mr. R. A. Lenski, one of the directors of the Exchange, earnestly impressed upon our representative when he visited the exhibition, and it is the lesson he is daily impressing on the business men who go to see him. It is a matter for congratulation that British merchants are slowly awakening

to the great potentialities of the Russian market with its 185,000,000 people, but the awakening is very slow. The thing to be done now, however, is by means of advertisement to tell the Russian people about British goods, to familiarise them with the names of our products and of their makers, so that they may know about these British products when it is possible for them to be exported more freely.

We must hope that the overthrow of the old régime in Russia may be an event distinctly favourable to British industry, for it should mean a weakening of German influence, and the war has strengthened the already existing predisposition to favour British goods. As one means to bring our goods under the notice of Russian consumers the Russo-British Trade Exchange is arranging with a number of the leading papers in Russia to devote pages exclusively to advertisements of British goods, for advertisements thus collected are much more effective than if scattered among other announcements. The copy can be sent in English to the Trade Exchange, and will there be translated into Russian.

### A New Material for Papermaking.

IN VIEW of the great scarcity in the raw material in paper-making, it is somewhat remarkable that a large potential source of supply should have been neglected up to the present time. The question has recently engaged the attention of the Trade and Industry Committee of the Royal Colonial Institute, with the result that details have been gathered together regarding a species of large-growing, broad-bladed grass known in the Malay districts as "Lalang" or "Ilang-ilang." Chemical analysis shows that the grass is capable of yielding a good quantity of cellulose suitable in every way for the manufacture of paper, and that by using a mixture of half pulp obtained from the Lalang grass and half cotton, beaten together, the paper obtained would prove useful as a high-class wrapping paper, it being strong and possessing a comparatively high resistance to folding. The paper made from "all grass" pulp could, with judicious treatment for improvement

of colour, be very suitable for printing purposes.

Throughout Malaya the grass occupies large areas of waste land and in British New Guinea (Papua), especially throughout the south-eastern districts of that island, a giant variety of "Lalang" covers large areas of hillside slopes on the coast. It is quite a waste product, which can be obtained in any quantity at cost only of collection.

The results of the chemical examination of a sample, as well as a table of figures obtained and compiled from tests and analysis, may be seen in the Trade and Industry Department of the Royal Colonial Institute.

For the twelve months ended February 19th last Messrs Arding and Hobbs made a profit of £18,496, and £5,183 was brought in. After writing off £2,468 for depreciation, etc., and placing £3,630 to general reserve, raising that fund to £15,000, a dividend is declared on the Ordinary capital of 7 per cent., leaving £7,531 to be carried forward.

# ASHBURNERS

---

## TEXTILE ADVERTISING SPECIALISTS

10 - Piccadilly  
MANCHESTER

Textile Manufacturers—selling through the Wholesale—  
will find in our **British Textile Syndicate Service**  
the missing link    ::    ::    Particulars on application

### "Imagination in Business."

MR. HOLBROOK JACKSON addressed the members of the Debating Circle of the Aldwych Club at their meeting on May 15th, his subject being "Imagination in Business." Mr. W. B. Robertson presided. Prefacing his discourse with the remark that the advertising profession was something of an imaginative art, Mr. Jackson said they had been told imagination had little to do with business, but that was a fallacy, and the great weakness of pre-war business had been its lack of imagination. Business men were too apt to rely on the intellect and reason. They said that would bring them to a right conclusion, but it did not always do so. Often business men had failed because there had been lack of imagination. In the conduct of business there had been too much of the old women—Mrs. Grundy, Mrs. Partington, Mrs. Malaprop and Mrs. Shandy. Imagination was the faculty of vision. It relied rather on instinct than intellect, and its finest expression was that of faith. Imagination was the human development of instinctive power, and the only thing that could affect the heart. The great fault of modern Germany was her reliance on intellect, and deductions therefrom. Imagination enabled a man to project his personality into that of others, and so the imaginative employer would feel for his work-people. In a few concluding remarks Mr. Jackson warned his hearers of the dangerous uses to which imagination might be put. Hearty thanks were expressed to the speaker for his address.

### To Overseas Traders.

THE OVERSEAS CLUB, with its world-wide membership of nearly 140,000, represents one of the most powerful engines for the maintenance and extension of British trade in foreign markets. It is, and has been for a long time, an invaluable commercial asset to this country: after the war, when we shall see the beginning of the mightiest international competition for trade that the world has ever known, its importance will be enormously increased. If such an organisation did not exist it would have to be created to meet the urgent necessities of the situation confronting us; we are, therefore, the more fortunate in possessing it already in working order. *Overseas*, the monthly "journal" of the Club, to give it its self-description, is winning the ever-increasing attention and respect of advertisers.

It is admirable both in its format and in the quality and arrangement of its matter, literary and pictorial. The daintily decorative cover which encloses it is a thing of sheer delight, and altogether it has an individuality as marked as it is attractive.

The information it contains—and every month there is a mass of it, all of the most practical importance to its readers—is presented in such a form that it can readily be preserved and used for reference purposes. In this respect the magazine offers advertisers advantages peculiarly its own which they have not been slow to recognise. Those advantages, we may add, were never so well worth securing as they are to-day.

## IN THE PROVINCES



### What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

#### Birmingham.

The month of April has brought more and more advertisers into the field until it is hard sometimes to find any news on any page but the front. The new restrictions on the sale of beer led Messrs. Davenport to take a full page and a bit over explaining the new system they had adopted.

The cultivation of the allotment must have been a godsend to the proprietors of fertilisers, and I note that the owners of the "Multiple" plant food have not been slow to turn the opportunity to advantage, judging by the co-ordinated scheme of poster, press and window advertising.

The restricted advertising has given a filip to the bus and tram plates and cards, for there has been a marked increase in the number of advertisers by these methods.

Early in the month the "Maypole Dairy" found the papers very useful in spreading abroad the fact that a consignment of their Danish butter had eluded the submarines and that prices were down.

#### Dublin.

Alike in volume of output and in the standard of production drapery store advertising in Dublin is decidedly on the up-grade. In a few instances "the crowded catalogue" lay-out is still followed, thus sacrificing effectiveness in the illustrations used, but the general tendency is to secure symmetry and concentration by the use of two or three good-grade sketches of fair proportions. For this purpose some excellent fashion drawings have been produced by Mrs. M. Hall, Monks-town, Co. Dublin, an artist who possesses a clear perception of the possibilities of "realism" as applied to line work in commercial art. Leading city firms, such as Messrs. Barnardo (furriers), Robert & Co., and Kellett, Ltd., have commissioned Mrs. Hall to prepare drawings for publicity purposes, and her work is now a familiar feature of drapery store advertising in Dublin.

Then, too, interest and admiration have been evoked in Irish press and advertising circles by the brilliant work of Mr. Frank Leah, the staff cartoonist of *The Freeman's Journal* series of newspapers. Last month *The Freeman's Journal* advertisement columns carried a few characteristic specimens of his work, the position occupied being the special four-column-wide centre space on the front page—a successful innovation in space-letting created by Mr. W. E. Magill, the advertisement manager.

Though it may be absolutely necessary, it would be none the less lamentable should the

projected restrictions on excursion traffic on the Irish railways be stringently carried through this season. A progressive policy has been adopted in recent years by the authorities of several Irish holiday resorts in developing by methodical advertising the claims of such places on the hosts of Irish and cross-Channel holiday-makers. All the Irish holiday places were fast growing in popularity, and much of this foundation work would be undone by the rigid application of railway restrictions.

To urge the desirability of relaxing the restrictions in their application to Irish seaside resorts, the Under-Secretary for Ireland received at Dublin Castle last month a deputation of representatives from various resorts. It is understood that "a sympathetic hearing" had been given to the deputation, and that their views would be put before the Railway Executive Committee.

The latest certificated return showing the net paid sales of *The Irish Independent* and associated journals shows that despite limitations in several directions the company's papers have enjoyed a marked increase in sales compared with the corresponding period of last year. Mr. T. A. Grehan, the advertisement manager, has had of necessity to "turn down" columns of advertising, and advertisement space has been at a premium. The *Independent* group has exhibited its wonderful vitality even under war conditions.

The difficulties imposed on advertisers by the Government regulations restricting the use of circulars have been rather ingeniously overcome by Messrs. Kenny's Advertising agency, acting on behalf of the Dargle Laundry. Messrs. Kenny had prepared an effective circular letter for their clients, but as they were debarred by the new rule from sending it out, they took a page in *Irish Life* to reproduce the letter, and then explained why it could not be issued, adding that a page advertisement would appear in the same paper every week to tell the public how the laundry could be useful to them. The advertisement ought to do good work.

#### Glasgow.

The manager of the Glasgow tramways has started a big campaign on behalf of food economy. Although no advertisements appear in the Glasgow cars except those that apply to the city, each car has food economy leaflets on the windows, and these appeal to the 7½ million passengers carried weekly. Every night cars are set apart for speakers. These, specially illuminated, are sent to different parts of the city so that speakers may address open-air meetings on the necessity of immediate economy in the use of bread and breadstuffs.

*Orders pour in!*

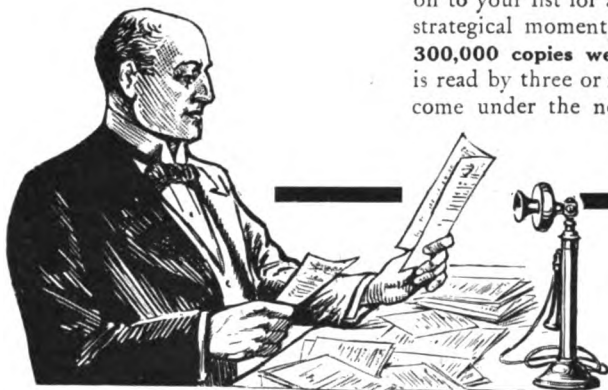
THE obvious alternative, if you have any difficulty over your advertisements in the Daily Press, is to send them to

THE

## Christian Herald

which is one of the foremost of the weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the “C.H.” on to your list for a series contract NOW, at the strategical moment. The circulation is nearly **300,000 copies weekly**, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION  
READERS



**Foremost in Circulation  
Foremost in Responsiveness  
Foremost in Results**

There is now so much demand for advertising space in the *Christian Herald* advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.

Conditions may have made it necessary for you to discontinue your press advertising *pro tem.*, you can still keep your name before your customer in a most effective manner at a low cost.

Let us tell you just how we are helping many other good firms to “keep their flag flying.”

### The Permo Company

London Road  
Beddington Corner

Mitcham · Surrey

Telephone: 832 Mitcham

## SHOW CARDS

THIS branch of advertising—so vitally necessary and important—is one in which the proportion of waste rises to a very high percentage.

The “Chadwick” System can and does eliminate this waste—a post-card will bring you full particulars.

### CHADWICK'S SERVICE

Business Service and  
Publicity Organisers

Publicity House, Bucknall  
Street, London :: W.C. 2.

'Phone: Gerrard 9646.

## SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired

MESSRS. RUSTON, PROCTOR & CO., engineers, Lincoln, forward us a copy of a large wall calendar they have issued. It measures nearly 18 inches wide by nearly 24 inches high, and is printed on a heavy white cardboard, over which, except round the edges, is a stone-grey flat tint, which therefore forms the background for the name of the firm and the illustrations. The name of the firm stands out boldly in shaded lettering of a yellow-brown tint, so that it has the appearance of being in relief, and it is represented as if printed on an oval metal plaque. This arrangement does not seem to us quite the happiest feature of the design, and a trifle uninspired. Surrounding it are several little pictures of rural scenes, very daintily printed, intended to illustrate the use of the firm's machines for

agricultural purposes. The calendar proper has the advantage, too often ignored, of being legible at some little distance.

THE DIAMOND INKS (COLONIAL), LTD., Cape Town, forward us a copy of their No. 3 Catalogue. Produced in Cape Town, it is turned out in good style, and is a businesslike little publication, but on such modest lines that it does not offer scope for criticism. Printed on glazed paper, some half-tone blocks have been used to illustrate the work going on in the factory. At first sight one is inclined to think that the company might have been well advised to produce a rather more ambitious booklet, but perhaps in a country where the scope is comparatively small publicity has to be regulated by the trade that it is possible to do.

THE HARLEY - DAVIDSON MOTOR CO., Ltd., 74 Newman Street, W., forward us a copy of their 1917 catalogue. The inside pages, which number sixteen, measure  $7\frac{1}{2}$  by  $9\frac{1}{2}$  inches and are slightly overlapped by the cover. They are of heavy art paper, and the text is printed in a sage green which has about it a slightly metallic lustre, but the headlines, etc., are in black. These two colours are used for the printing of the beautiful half-tone blocks employed for the illustrations. The blocks are of very fine screen and come out extremely well. A pretty and decorative effect is given by the use of tail pieces which run right across the foot of each page, representing motor-cycles in procession on the high road. These are printed in two flat colours between chequered borders. In the make-up of the pages abundance of white space is allowed, giving a very pleasant look. The text matter is almost confined to a description of the cycles, and for its setting 10-point Grotesque and 10-point and 8-point Westminster have been employed. The cover, of pale mottled brown, has the title and line illustrations printed in chocolate. The catalogue is of a distinctly high-class character and its production has been marked by the best taste.



AN ENGINEER'S CALENDAR



THERE ARE quite a number of newspapers which claim to have the biggest circulation in the world. Obviously, this claim must be false in all cases except one—which one it is quite outside our province to decide. I, of course, make no such claim on behalf of our paper, yet if such a matter could be put to the test, I believe that, from one point of view the *Christian Globe* could justly claim to exceed the circulation of any other paper. I refer to the circulation of the *individual copy*.

Let me make clear what I mean. Many papers are bought at a shop or bookstall, just glanced at or skimmed, and then left by their purchasers in train or 'bus to become at once so much wastepaper. This applies not only to papers of a frivolous sort, but even to daily journals, as any traveller could testify. But with the *Christian Globe* a very different state of things prevails. It is essentially a family paper, a paper which is read from beginning to end not only by the person who actually buys it, but by the remainder of the household. Nor is this all. I have evidence in abundance in the form of letters from readers which shows

beyond all doubt that many thousands of individual copies of the *Christian Globe* are each read by four, five, six, and even more people.

A fortnight ago I published a statement from a correspondent, "L. W.," regarding the number of people (including some in British Columbia) who each week read his copy of the *Christian Globe*. I asked then if this was a record. Promptly I have got my answer—or, rather, several answers. Here is one of them, for which I thank my correspondent most cordially—

"DEAR SIR,—Mrs. Barrett, of 9, Waterloo Street, King's Lynn, has taken the *Christian Globe* for twenty-six years, and for a good number of years has lent it regularly to three neighbours, one of whom liked the paper so much that she now takes it herself. When it is returned to Mrs. B., she posts it to her sister and nieces. It is then passed on, and on, and on to different friends, so that, although Mrs. B.'s paper has not travelled as far as 'L. W.'s' it has been read weekly by as many, if not more, people and for a longer period.—Yours truly, H. E. W."

Write to the Advertisement Manager, "CHRISTIAN GLOBE," 154 Fleet Street, London, for Rates and Specimen Copy.

To effectively and economically reach prospective buyers in Yorkshire's best Industrial Area Advertise in the *Brighouse Echo* and the *Elland Echo*  
Start now!

Rates and information respecting districts will be supplied on application to Publishers, Park Street, Brighouse.

## THE TABLET

A Weekly Newspaper and Review

NEW PAPER GRATULATIONS, ARMY AND NAVY, THE VICTORY CELEBRATED MARCHES, Vol. 128, No. 5991, Price 1d. per copy, 10s. per annum.

Vol. 128, No. 5991

Price 1d. per copy, 10s. per annum.

FOR 75 YEARS THE BEST CATHOLIC FAMILIES IN THE COUNTRY HAVE SUBSCRIBED TO "THE TABLET," THE CATHOLIC WEEKLY WITH THE SCHOLARLY AUTHORITY OF A REVIEW—AND THEIR SPENDING POWER IS INDICATED BY THE PRICE OF THE PAPER—FIVEPENCE. Why not investigate this rich field?

THE TABLET  
19 HENRIETTA ST.  
LONDON W.C. 2  
Gerrard  
129

MESSRS. DAVID JONES, LTD., drapers and outfitters, George and Barrack Streets, Sydney, N.S.W., forward us a copy of their autumn-winter catalogue, a bulky publication of rather over 180 pages. It is printed on two qualities of paper, a good grade super-calendered for half-tone blocks which are used in the front part of the book, and a lighter calendered paper for the line blocks in the second section. The illustrations are of the usual fashion catalogue variety, and differ somewhat in quality, the best appearing to be reproductions from photos of living models. The publication was designed for mail-order use, and will be extremely useful for circulation in districts far removed from big shops, but the necessity to put so many illustrations on one page renders it difficult to impart any touch of distinction or individuality to the pages. The book is essentially a utility production. The chief

feature of interest about it is the cover, printed in colours from a meritorious design by Vaughn Ward, and we note with pleasure that this excellent bit of printing is the work of a Sydney firm. To ensure a solid black for the border of the circular panel, which forms the main feature of the cover, four colour blocks have been used, and the effect of the whole is distinctly successful. We would like also to offer a word of praise to the artist who drew in pen and ink the very dainty little sketch of the tower which appears on the second cover.

SENS' ADVERTISING AGENCY, Calcutta, forward us copy of a booklet they have issued which reproduces tributes paid to the agency by clients and the managers of newspapers. The publication, which is conceived on very modest lines, also explains the nature of the service which the agency render to clients.

## BUSINESS GOING OUT

The advertising of the Russian Exhibition (both Press and poster) is being prepared and placed by the Dorland Agency.

The advertising of the La Meriel cigars is being undertaken by Messrs. C. F. Higham on behalf of Messrs. Sidney Pullinger, Ltd., 41 Cannon Street, Birmingham.

Messrs. Barker, Drabble & Co. are carrying out the publicity for Messrs. Tucker & Sons, Bath, of their barley and other flours.

The big campaign for the advertising of Bynogen, in which Messrs. Allen & Hanbury are engaged, has been entrusted by them to Messrs. John Haddon.

Following on the "Strength of Britain" movement the National Free Church Council of Wales are running a campaign for Prohibition, the advertising being placed direct.

The Oilsook Co., 8, Datchelor Place, S.E.5, are taking small spaces in some of the papers to advertise their "oilsooks" as a remedy for cold and damp feet. The business is being placed by Smith's Advertising Agency.

The advertising of Dr. Gustin's Lithines, to prepare effervescent mineral water, is being undertaken direct from Paris. The London address is M. Autran, Ltd., 4 George Lane, Eastcheap.

Mail-Sales, Ltd., 7 Newman Street, W., are placing their advertising direct.

After an interval Messrs. Wm. Rowe & Co., Gosport, have entered upon another advertising campaign. Their recent advertisements have been placed direct.

The Capitol Furnishing Co., of Dublin, are placing their advertising direct.

Messrs. Oxendale & Co., of Granby Row, Manchester, are now engaged in an extensive Press advertising campaign. Both national and provincial papers are being used. The work is being prepared and placed by the Dorland Agency.

The Surgical Manufacturing Company, 83-85 Mortimer Street, W. 1, are advertising their wheeled chairs for invalid soldiers. The advertising is being placed through Messrs. Vernon.

Messrs. Birch & Gaydon, Ltd., 153 Fenchurch Street, E.C.3, are taking space in the popular weeklies to make known their "Garfield" wrist watches.

The manufacturers of "An-on," a loose fitting underwear, are now advertising, the weekly papers being mainly employed.

Messrs. Gordon & Gotch have been entrusted with the publicity for the Apis cutlery. The London address of the advertisers is 30 Holborn, E.C.1.

The Danish Bacon Importers Association have been taking space for "reader" advertisements in some of the papers, and have placed their business direct.

The outdoor signs and cut-outs for Messrs. Redmayne, to which reference is made in the article appearing in another part of this issue, are the work of Messrs. Oldham, of Leeds, who are well-known to our readers through their advertisements in THE ADVERTISING WORLD. Messrs. Oldham have done other work for the same firm, including illuminated box signs. One of the signs is intended for

railway station advertising, and in a reduced form will be used in railway carriages.

*Printers' Pie, 1917*, was published on the 14th, by the Sphere and Tatler, Ltd., and is now on sale at the bookstalls. The price remains at one shilling. As usual, a brilliant group of artists and writers have contributed to its pages. It is a delightful publication.

"Minds running in the same course for a long time are apt to get rutty, and the weightier the mind the deeper the ruts, and you require fresh minds to lift the cart out of these worn furrows."

MR. LLOYD GEORGE at  
the Guildhall, April, 1917

**I**F you feel that your advertisements are "in a rut" follow the advice of the Premier and get some "fresh minds" on your problem.

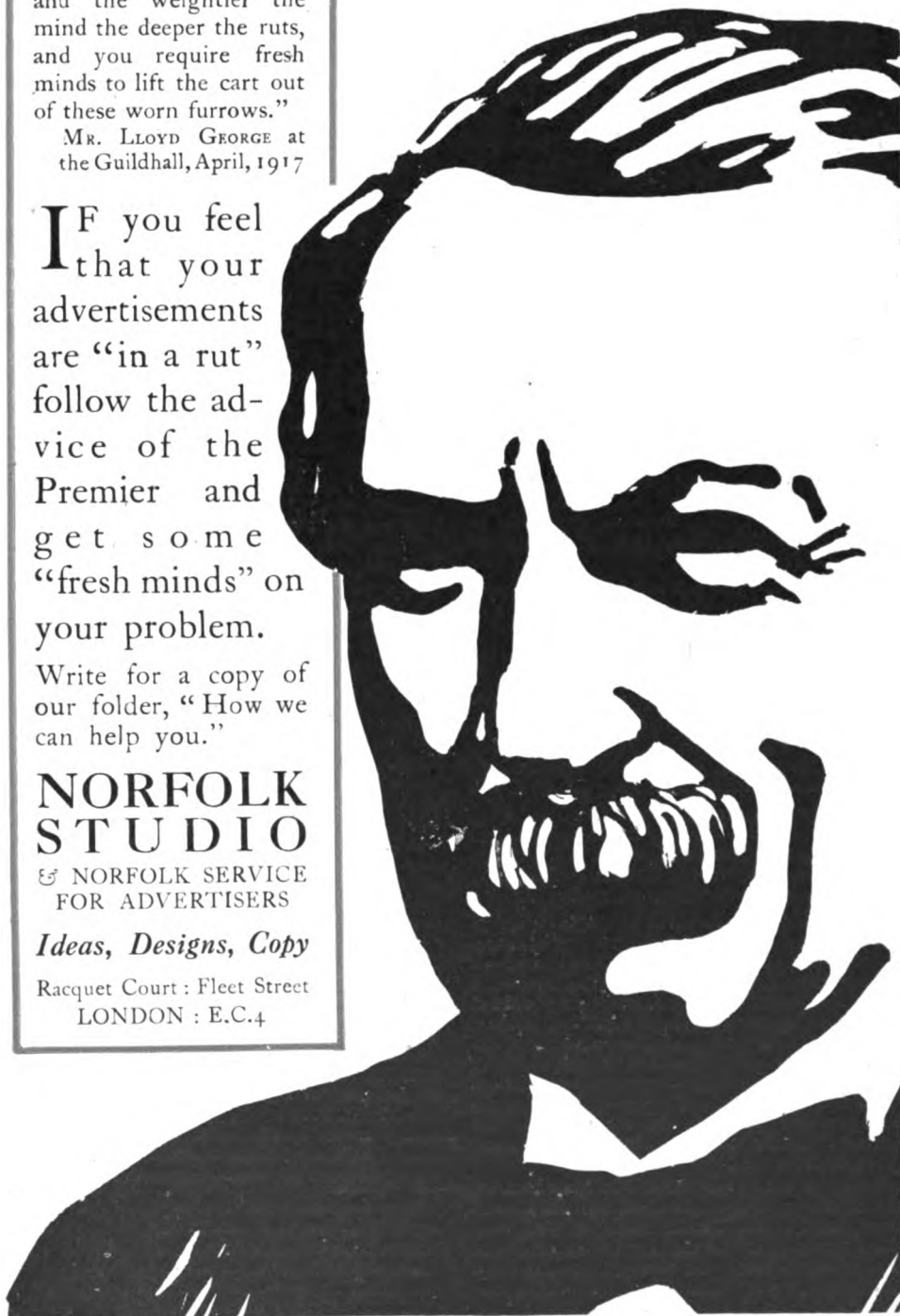
Write for a copy of our folder, "How we can help you."

## NORFOLK STUDIO

& NORFOLK SERVICE  
FOR ADVERTISERS

*Ideas, Designs, Copy*

Racquet Court : Fleet Street  
LONDON : E.C.4



## ITEMS OF INTEREST



Mr. R. E. Watson, who has been connected for seventeen years with Messrs. E. T. Heron & Co., till recently printers of the *Kinematograph Weekly*, will continue to act as advertisement manager of that paper, despite the fact that it has changed hands. Of late years Mr. Watson has had complete charge of the advertising side of *The Kinematograph Weekly*, and under his direction the paper has flourished greatly. Messrs. Odhams showed their appreciation of his good work by retaining his services when they bought the property. He is a typical Yorkshireman, and with exceptional knowledge of the advertising business, especially in his particular department of it. We reproduce a portrait of Mr. Watson.



MR. R. E. WATSON

The will has been proved at £88,306 gross of Mr. W. Reid, of Bristol, late proprietor of *The Western Daily Press*.

Mr. J. Cummings Forbes, until recently associated with the Facsimile Letterpress Co., has taken a responsible position at the Ministry of Munitions.

The will has been proved at £128,011 of Mr. Jos. Burbidge, director of the Michelin Tyre Co. and of Messrs. William Warne & Co.

We regret to learn that Lieut. A. Cox, advertising manager to Messrs. Joseph Nathan & Co., proprietors of Glaxo, is reported missing. He was a member of the British Force which is now fighting in Southern Palestine.

We should like to offer our sympathy to Mr. Lincoln Springfield, editor of *London Opinion*, on the death of his son, Second Lieut. Arthur Lincoln Springfield, of the Somerset Light Infantry. The gallant young officer, himself a director of *London Opinion*, entered the H.A.C. as a private at the outbreak of the war, and was at the front before the end of 1914. Afterwards he was given a commission. From the colonel of the regiment Mr. Springfield has received a letter speaking of the deceased officer in the kindest and most appreciative terms.

We learn with regret that Mr. Alan Baxter, one of the representatives of Mr. E. Greenwood, of Messrs. David Allen & Co., was killed recently in the fighting in France. Mr. Baxter was a very nice young fellow, quite a lad, but greatly liked by his colleagues and those who knew him. Mr. Greenwood

speaks of him in the highest terms as "a very nice, clean-living, upright boy, and one who had a good future in front of him." Mr. Baxter is another of that great company of the best of our young manhood who have given their lives for the old country.

Mr. Stanley Talbot, formerly secretary of the Sales Managers' Association, is now in Roumania as a member of the British Red Cross Society. He wrote us recently from Odessa, saying that he left England at but comparatively few hours' notice, and therefore had no opportunity of seeing any of his friends before sailing. Through us he sends them greeting. It was practically settled, he adds, that he should be attached to a London Red Cross Hospital, but someone was wanted in Roumania, and being given the opportunity of going, he accepted the offer and went immediately.

Mr. Robert J. Webber has been appointed general manager of *The Western Mail*, in succession to the late Mr. D. Watkin Thomas, to whom Mr. Webber had acted as assistant manager for the last four years. Prior to entering the service of *The Western Mail* Mr. Webber had been for four years secretary to Sir George Riddell, but commenced his business career on the staff of the manager of the Barry Docks and Railway. He found knowledge of railway working very useful to him in connection with publishing duties. Mr. Webber is a member of the Cardiff Business Club, which he helped to establish.

The whole of the publicity arrangements for the St. Pancras Food Control Committee are in the very able hands of Mr. L. H. Hartland Swann. Our readers will remember probably that he was also responsible for the Press advertising for the St. Pancras War Loan scheme, which was such a conspicuous success. Last month Mr. Swann addressed the business men of Camden Road, Hampstead Road and the neighbourhood on advertising, and his hearers when they left knew far more about the subject than they did when they came to the meeting.

The sale of the pictures of the late Sir Joseph Beecham took place at Christie's at the beginning of May, when remarkably high prices were realised, the total amounting to £97,000. It will be recalled that many of these works were bought on the advice of the late Mr. T. J. Barratt, and the wisdom of the choice made has been fully vindicated, for several of the pictures realised far more than the sums paid for them, big as those were.

The football match that was played on April 7th for the benefit of St. Dunstan's Hostel for blinded soldiers and sailors between the teams of Messrs. C. A. Vandervell and the Davis A.C. resulted in the handsome sum of £122 12s. being handed to the charity.

# THE "ADVERTISING WORLD" LAW REPORTS

## Alleged Infringement of Trade Mark.

A CASE of considerable interest, as it involved the rights to a trade mark, was heard in the Court of Appeal at the close of last month. The plaintiffs were Messrs. Tatem & Co. (1915), Ltd., of 8 Windsor Place, Cardiff, and the defendants the Gaumont Co., Ltd., of Sherwood Street, Piccadilly Circus, W. The plaintiffs brought the action for an injunction restraining the alleged infringement by the defendants of two kinema trade marks consisting of devices in which black cats were the dominating feature. In the lower court an injunction had been granted against the Gaumont Company.

Mr. Walter, K.C., for appellants, said the mark consisted of a device of a black cat, standing upon a globe, operating a camera. The defendants, he said, had designed and used it for the purpose of advertising a new and exclusive series of comedies, and nobody connected with the defendants had, before the present action was threatened, ever heard of the plaintiffs' black cat. Defendants' design had a black cat on top of a globe, having upon it the words, "Exclusive Comedies" and "Enough to Make a Cat Laugh." Defendants were very large dealers in cinematograph apparatus, and required the design for the purpose of placing it in the vestibules of theatres to advertise certain new comedies they were bringing out. Defendants inserted that advertisement in cinematograph papers.

Mr. Ward Coldridge, on behalf of the respondents, submitted that the defendants had taken the essential feature of the plaintiffs' trade mark with the black cat. Plaintiffs' films had come to be known as Black Cat films.

The Master of the Rolls, in giving judgment, said he felt the judge in the court below had arrived at a wrong conclusion. The action was to restrain the infringement of a trade mark and for damages. Plaintiffs had to

show that what the defendants were doing was an infringement of the registered trade mark, not a mere absolute and literal copy, but so similar as to be calculated to deceive. But plaintiffs could not claim a registered trade mark for the figure of a black cat in every and any form which might be suggested. That, he thought, was not the meaning or the object of the Trade Mark Act at all. They must compare the registered mark with what the defendants were doing, and ask, "Is it a substantial infringement of the mark?" In his view, it would be a fallacy to say the distinctive feature of the registered trade mark was a black cat in a certain position; that any arrangement by which the distinctive feature of the black cat was taken was an infringement of the trade mark. That was a proposition to which he could not assent for one moment. His lordship continued: It is seriously suggested that this black cat, with green eyes and no body, with feet and no tail, so resembles the registered trade mark of the plaintiff as to be an infringement of it. When you say that the plaintiffs really claim, as appears by their advertisements, protection for every form of cat which is included on this sheet, and that every form of cat included on this sheet is an infringement of their trade mark, it passes my belief how such a contention can be allowed to be sustained.

I think the distinction between a claim for an infringement of a registered trade mark, which is property, and a claim seeking relief by way of an injunction for a passing on which may be by merely the use of names, or by the use of pictures or get up, is vital, and ought never to be lost sight of, and that has, I think, been lost sight of in this case by the judge in the court below. Without going further into this matter, I think that the appeal must be allowed, and judgment entered for the defendants with costs here and below.

## Government Advertisements in "The Observer."

**WAS MAJOR ASTOR DISQUALIFIED FROM VOTING IN PARLIAMENT?**

IN THE King's Bench Division on May 7th and following days an action was heard before Mr. Justice Low in which Mr. C. D. Tranton claimed as a common informer to recover £20,000 for penalties from Major the Hon. Waldorf Astor, for having sat and voted as a member of the House of Commons, when he was alleged to be disqualified from doing so. The plaintiff is well known in Fleet Street.

Mr. Foote, K.C., in opening the case for the plaintiff, said that the defendant was elected to the House of Commons as member for Plymouth in December, 1910, and since then he had sat and voted as a member. In

March, 1915, he became the sole proprietor of *The Observer*. The allegation of the plaintiff was that while the defendant was sole proprietor of the newspaper he accepted from the Government for publication in *The Observer* various advertisements relating to recruiting, to munitions work, and to the issue of Exchequer bonds. The accepting of those advertisements for publication in his newspaper rendered the defendant liable to penalties under the Statutes 22 Geo. III., c. 45, and 41 Geo. III., c. 52, in respect of each day on which he sat and voted in the House of Commons.

Evidence was then called in support of the statements made by the learned counsel.

Sir Hedley Le Bas said he was a publisher

and advertising agent. In 1918 he was engaged by the War Office to attend to certain advertising matters. He inserted advertisements in *The Observer*; they were generally paid for within a month or so after insertion.

The witness then gave evidence of the insertion of a number of advertisements and the dates when they were paid for. He arranged with Mr. McKenna personally about advertising the War Loan, and he did the whole of that work without recompense beyond his out-of-pocket expenses.

Cross-examined.—In his dealings with *The Observer* he had never had anything to do with the defendant personally. The business was done by a manager of the newspaper. When he was making the arrangements he told the manager that he was acting on behalf of the Government.

Mr. Disturnal, K.C., for the defence, asked for judgment for those days with reference to which no evidence had been given, inasmuch as plaintiff had set up a separate cause of action as regarded each of the days.

His Lordship promised to consider the point.

Mr. Disturnal, proceeding with the defence, said there was no evidence that Major Astor knew or heard of a single one of these so-called contracts; he had nothing whatever to do with them personally. As a matter of law he must be shown to have had knowledge of them, and have voted and sat with that knowledge, before he could be made liable. Counsel submitted that this class of contract was not contemplated by the statute. The newspapers took these advertisements at less than the ordinary rates for Government orders; each was "doing his bit." The defendant was sued on the ground that he was doing something which would interfere with the "freedom and independence of Parliament," and there must be strict proof of every act alleged. It could not be suggested that a member of Parliament was to be penalised in respect of every contract that a subordinate might have entered into. It was of importance whether the contract was for cash or credit.

His Lordship: I do not see how the fact that the payment is postponed by the Government makes a contract executory on the part of the person who performs it.

Mr. Disturnal: No; and that is a complete answer to this case. Counsel further submitted that a contract to come within Section 10 must be in writing and an executory contract. In this case there was no written contract. The order was given to the manager of *The Observer*, and the acceptance of the order was the insertion of the advertisement. There was

never really a subsisting or executory contract. There could have been no ground of action for breach of contract if the advertisement had not been inserted. The present contract was not entered into with the Government, but with the Caxton Advertising Agency; there was not a rag of evidence to show any privity of contract between Major Astor and the Government.

His Lordship recalled that Sir Hedley Le Bas had stated in his evidence that his firm, the Caxton Advertising Agency, were the principals in the transaction. He also observed that there was nothing to show the defendant or anybody what Government department the advertisement came from unless it was on the face of the advertisement itself.

Mr. Disturnal further contended that as Mr. Tranton had not been called they did not know whether such a person really existed.

In delivering judgment, his Lordship said no acknowledgment or acceptance of the orders was given by *The Observer*, and no evidence was afforded of any binding contract by *The Observer* to insert them. The evidence of Sir Hedley Le Bas was that his relation with the persons instructing him was not that of principal and agent, but that they were both principals and that he and no one else was liable to *The Observer* for the money due. He thought a real and sufficient answer to the claim of the plaintiff was that, even if a Government department, acting directly, did give an order to a newspaper for the insertion of a Government advertisement in a particular issue and the newspaper accepted and inserted it, such a transaction was not a contract or an agreement within the meaning of this legislation. Such casual transactions were not of the kind of contracts covered by these statutes, but what were meant to be covered were contracts of a more permanent character, the holding and enjoyment of which might improperly influence the action both of the legislators and of the Government.

He thought that the words "continue to hold" in section 2 of the Act of 1782, and especially the provisions of Section 10 of the same statute, pointed strongly to the conclusion that a simple order to insert an advertisement could never have been intended to have been included among the contracts covered by the Act. It seemed to him that the only contracts proved to have been made by the defendant were a series of contracts with the Caxton Advertising Agency and with no one else. He thought there was no proof whatever of any privity of contract between the Government department and *The Observer*. The action would be dismissed with costs.

The many friends of Mr. Ernest T. Evershed, of "Walden," Mayfield Road, Sutton, Surrey, for many years associated with Mr. George Wetton on *The Daily Express*, will regret to hear of his death which occurred on the 9th inst. Mr. Evershed had a serious breakdown in health some few years ago, and a voyage to Australia undoubtedly benefited him greatly for some time, but a year ago his

condition became serious, and he was obliged to leave the City.

Before joining the staff of *The Daily Express* Mr. Evershed was connected with *The King*, and was for some time with Messrs. S. H. Benson. He was laid to rest on the 12th inst., in the churchyard of Carshalton Old Parish Church, in the presence of representatives from Fleet Street. Many beautiful wreaths were sent by friends and his "old pals."



# Mr. Chairman and Gentlemen!

## THE ALDWYCH CLUB

### British Opportunities in Canada.

AT THE meeting of the Debating Circle after lunch on the 24th ult. Mr. Bruce Walker, superintendent of immigration for the Government of Canada, who is now on a visit to this country, spoke on openings for British trade with Canada. Lieut.-Col. J. Obed Smith, Canadian Government Commissioner for Emigration in London, presided.

Mr. Bruce Walker said British business men had never realised the opportunities for business which Canada afforded, but Canada had on its southern boundary a nation keenly alive to the possibilities which the Dominion offered of a development of trade. Canada was thirty times larger than the British Isles and eighteen times larger than the Empire of Germany. Business was increasing in Canada now at a rate unprecedented in any country in the world. The population of Canada, too, was growing very rapidly, especially in the western part, where it had grown 174 per cent. in the last ten years. The people of the United States were making a very serious effort to win the trade of Canada, and there were many branches of United States businesses in the Dominion. Canada sent last year to the States produce to the value of 215 million dollars and to Great Britain produce worth 211 million dollars. But the States last year sent to Canada goods of the value of 460 million dollars. Canadians would, however, always take British goods if they were suitable and to be had.

Touching on the question of literature, Mr. Walker said Canada was in danger of being flooded with American literature. The

British publications were better but were hardly obtainable, so people bought United States publications because there was hardly anything else to be had. There was no country in the world where the wealth *per capita* was as great now as it was in Canada, and the people possessed some of the impressionability to advertising of the United States. They knew, too, that goods advertised in high-class papers by trustworthy firms could be relied on. Yet most of the great British firms hardly did any advertising in Canada. Why did not advertising men remedy that defect? On the other hand, it was almost impossible to pick up a Canadian paper that had not United States advertisements in it. Canadians needed advertising that struck the eye, and they recognised the truth and absence of exaggeration in British advertisements. However, the Canadians in the advertisements wanted to be tickled up a bit.

The Chairman, in a few remarks, observed that in the last 25 years two million people had gone from Great Britain to Canada, and they naturally carried with them a preference for British goods.

In the course of conversation Mr. S. Shel-drake asked whether postal rates on British magazines had not something to do with the popularity of United States publications.

Mr. Walker said that was so, but he thought people would pay extra for the British papers to cover the cost of postage if there were the papers to be got.

On the motion of Mr. Burris Gahan, seconded by Mr. G. J. Orange, a vote of thanks was passed to the speaker and the chairman.

### Work and Wages After the War.

MR. T. W. MCARA, J.P., chairman of the London Society of Compositors, was the speaker at the after-lunch meeting of the Debating Circle on May 1st. His subject was "Co-operation v. Co-Partnership."

The chairman, Mr. Whitworth Herd, mentioned that the speaker was the first working man to be made a Justice of the Peace for the City of London.

Mr. McARA urged that they ought now to be preparing to face the problems which would arise after the war. A great question of supreme importance was—"What is to take place after the war?" Immediately after the war there would be an immense increase in industrial activity. They must take steps so that the poverty and misery which had followed many other wars should not follow this one. Therefore they needed an entire change in the methods of conducting business. After the war a great crowd of men would be

thrown on the labour market, and there must be no reversion to an old tendency of employers to make profits out of an overcrowded labour market. Employers would not have the old type of men to deal with. Ex-soldiers who had faced death and great hardships in the fighting would be difficult men to deal with, and the troubles that would arise must be handled in a calm and equitable manner. The men at home, too, had been getting high wages and bonuses, and would not be disposed readily to forgo those advantages. Employers and men should both recognise the serious character of the problems that would arise, and they must be met with a sense of mutual responsibility. There should be co-operation by both sides. The workman was a brother, and should be treated as such, but he should remember there was no justification for the old feeling of bitterness towards the employer. The living wage should be the first charge on the business, and the man had a right to demand that proper conditions should be afforded him in

which to do his work. The interests of both parties were really identical, but experience had been against co-partnership, and often where conditions had been bad or wages low pressure had been put on men not to strike on the ground of the rewards they would receive under co-partnership.

In the course of a brief discussion which followed, Mr. John Cheshire (Messrs. Lever Brothers) spoke of the success of the co-partnership scheme in that country.

SIR ALBERT STANLEY, President of the Board of Trade, was the guest of the Aldwych Club at the Connaught Rooms on Thursday, April 26th. He was then entertained at lunch, the chair being taken by Lord Northcliffe. Sir Richard Burbidge, Bt., and Mr. H. Gordon Selfridge were among the company, which numbered about 400.

Sir Albert Stanley's speech has already been published in the daily press so that it is not necessary to reproduce it here. He emphasised the gravity of the food problem and the need

for the exercise of economy in consumption, and then impressed the necessity for improvement in our business methods. The Government, he said, must take infinitely more interest in the nation's industries.

Lord Northcliffe urged that the war had shown them that the enemy system of concentration in business, as compared with our small and scattered businesses, placed us in a position in which we were certain to be beaten.

MR. EDWARD MARSHALL, the brilliant United States journalist and interviewer, was the speaker after lunch on May 8th. His subject was entitled "A Talk about American Personalities," and he referred to some of the distinguished men whom he had interviewed, including Mr. Arthur Balfour, M. Poincaré, and Mr. Edison, but his theme was really the importance of Great Britain and the United States coming to understand each other better. The address, enlivened by many delightful little touches of humour, was extremely interesting. Mr. Sydney Walton presided.

## SALES MANAGERS' ASSOCIATION

### The Food Problem.

AT THE monthly dinner of the Sales Managers' Association, held on April 19th at the Holborn Restaurant, Mr. W. B. Robertson in the chair, Mr. Kennedy Jones, M.P., spoke on the food question.

The Chairman, in proposing the health of their guest, said Mr. Kennedy Jones's achievements had been honoured by the nations of the world, although they had not known whose was the brain that formed those grandiose schemes and carried them out. "K. J." had battled his way upwards from a boy; he had turned other men's failures into brilliant successes, and to-day he was entrusted by the Government with duties which were second in importance to very few in the interests of the nation. "K. J." was born in Scotland—a pre-natal manifestation of wisdom. At almost the beginning of his career he left Scotland—another evidence of his wisdom. Mr. Robertson went on to describe their guest's career in Fleet Street up to five years ago, when he retired, as people thought, to enjoy a well-earned leisure. But his innate energy had to find expression, and he was attracted by the business of Messrs. Waring & Gillow, where his abilities achieved success. In course of time he was elected Member of Parliament for Hornsey. Then came the appeal of the Government for money. This time the Government did not attempt to fit a square peg into a round hole, and the result of the appeal was a world record. As sales managers they greeted him as a super-salesman, for his proposition in the organisation of that loan was essentially a selling one. They greeted him with all the cordiality of which they were capable, for he obtained for the business in which he was engaged a turnover

exceeding one thousand millions, a result which astonished not only the Treasury but the nation too.

Mr. Sydney Walton also spoke.

Mr. Kennedy Jones said he hoped breadless dinners such as the one that evening would become, for the next six months at least, a habit throughout the country. He was aware that bread for the mass of the population was a necessary food; that those engaged upon hard manual work in the open required more bread than those who worked in offices or shops. The agricultural labourer must necessarily make a bigger demand on the bread-loaf than the clerk. But to-day everyone must save bread—everyone must eat 1 lb. less of bread per week than he had been in the habit of doing. That, in the present circumstances, was a plain, downright way of helping to win the war.

Mr. C. F. Higham gave a few brief details concerning the work. He declared that Mr. Kennedy Jones was given a very difficult job, having to take up where other people had more or less failed. Having decided on a policy he set about it quickly and energetically. There were already 15,000 War Savings Committees at work, and all they needed was inspiration. This Mr. Kennedy Jones gave them, and through the Press and the committees and other means the country was forced to talk about the War Loan for three weeks. That was the secret of real salesmanship. Mr. Kennedy Jones stirred up the country until the people talked War Loan, breathed War Loan, dreamed War Loan, and the next morning gave to the War Loan. "We wanted money, and we got it," concluded the speaker.

# THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending April 21, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

## THE DAILY NEWSPAPERS (COLUMNS)

Date	Times	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1917										
Mar. 23	D. 15 1/2 C. 19 1/2	D. 20 1/2 C. 20 1/2	D. 5 1/2 C. 12	D. 4 1/2 C. 5 1/2	D. 17 1/2 C. 3 1/2	D. 7 1/2 C. 1 1/2	D. 7 1/2 C. 2 1/2	D. 8 1/2 C. 2	D. 7 1/2 C. 1 1/2	D. 7 1/2 C. 1 1/2
24	D. 15 1/2 C. 22 1/2	D. 11 1/2 C. 23 1/2	D. 3 1/2 C. 15	D. 3 1/2 C. 5 1/2	D. 14 1/2 C. 3 1/2	D. 5 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 6 1/2 C. 1 1/2
26	D. 14 1/2 C. 19 1/2	D. 20 1/2 C. 22 1/2	D. 7 1/2 C. 16	D. 11 1/2 C. 3 1/2	D. 18 1/2 C. 2 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 10 1/2 C. 1 1/2	D. 10 1/2 C. 1 1/2
27	D. 24 1/2 C. 21 1/2	D. 2 1/2 C. 24 1/2	D. 2 1/2 C. 24 1/2	D. 4 1/2 C. 4 1/2	D. 18 1/2 C. 3 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 10 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2
28	D. 14 1/2 C. 20 1/2	D. 16 1/2 C. 25 1/2	D. 5 1/2 C. 20	D. 3 1/2 C. 4 1/2	D. 18 1/2 C. 3 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 10 1/2 C. 1 1/2	D. 10 1/2 C. 1 1/2
29	D. 18 1/2 C. 29 1/2	D. 7 1/2 C. 24 1/2	D. 4 1/2 C. 17	D. 3 1/2 C. 3 1/2	D. 19 1/2 C. 3 1/2	D. 9 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 2 1/2 C. 2 1/2	D. 11 1/2 C. 1 1/2	D. 7 1/2 C. 1 1/2
30	D. 48 1/2 C. 20 1/2	D. 8 1/2 C. 20 1/2	D. 4 1/2 C. 13 1/2	D. 5 1/2 C. 4 1/2	D. 16 1/2 C. 1 1/2	D. 9 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 6 1/2 C. 3 1/2	D. 5 1/2 C. 3 1/2	D. 6 1/2 C. 3 1/2
31	D. 10 1/2 C. 26 1/2	D. 8 1/2 C. 22 1/2	D. 2 1/2 C. 14 1/2	D. 4 1/2 C. 6 1/2	D. 16 1/2 C. 3 1/2	D. 11 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 7 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
April 2	D. 68 1/2 C. 22 1/2	D. 20 1/2 C. 20 1/2	D. 8 1/2 C. 13 1/2	D. 9 1/2 C. 3 1/2	D. 19 1/2 C. 2 1/2	D. 9 1/2 C. 3 1/2	D. 3 1/2 C. 3 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2	D. 9 1/2 C. 1 1/2
3	D. 10 1/2 C. 25 1/2	D. 9 1/2 C. 24 1/2	D. 3 1/2 C. 20	D. 4 1/2 C. 3 1/2	D. 19 1/2 C. 2 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 7 1/2 C. 1 1/2
4	D. 14 1/2 C. 19 1/2	D. 15 1/2 C. 23 1/2	D. 6 1/2 C. 16 1/2	D. 6 1/2 C. 4 1/2	D. 11 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 7 1/2 C. 3 1/2	D. 5 1/2 C. 3 1/2	D. 6 1/2 C. 3 1/2
5	D. 23 1/2 C. 23 1/2	D. 10 1/2 C. 19 1/2	D. 3 1/2 C. 13 1/2	D. 4 1/2 C. 5 1/2	D. 16 1/2 C. 3 1/2	D. 9 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 7 1/2 C. 3 1/2	D. 5 1/2 C. 3 1/2	D. 7 1/2 C. 3 1/2
*6	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —	D. — C. —
7	D. 6 1/2 C. 16 1/2	D. 5 1/2 C. 19 1/2	D. 1 1/2 C. 12	D. 4 1/2 C. 3 1/2	D. 7 1/2 C. 1 1/2	D. 4 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 7 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 3 1/2 C. 1 1/2
9	D. 2 1/2 C. 14 1/2	D. 4 1/2 C. 12 1/2	D. 3 1/2 C. 10 1/2	D. 3 1/2 C. 3 1/2	D. 9 1/2 C. 2 1/2	D. 3 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
10	D. 6 1/2 C. 17 1/2	D. 3 1/2 C. 18 1/2	D. 3 1/2 C. 17 1/2	D. 3 1/2 C. 3 1/2	D. 16 1/2 C. 2 1/2	D. 3 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
11	D. 8 1/2 C. 19 1/2	D. 17 1/2 C. 23 1/2	D. 5 1/2 C. 17	D. 4 1/2 C. 3 1/2	D. 18 1/2 C. 2 1/2	D. 7 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 7 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
12	D. 18 1/2 C. 29 1/2	D. 14 1/2 C. 23 1/2	D. 7 1/2 C. 18 1/2	D. 9 1/2 C. 4 1/2	D. 23 1/2 C. 2 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
13	D. 10 1/2 C. 17 1/2	D. 8 1/2 C. 20 1/2	D. 5 1/2 C. 18 1/2	D. 11 1/2 C. 4 1/2	D. 7 1/2 C. 3 1/2	D. 12 1/2 C. 3 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
14	D. 13 1/2 C. 25 1/2	D. 14 1/2 C. 24 1/2	D. 4 1/2 C. 16 1/2	D. 11 1/2 C. 4 1/2	D. 12 1/2 C. 3 1/2	D. 5 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 5 1/2 C. 1 1/2
16	D. 14 1/2 C. 20 1/2	D. 22 1/2 C. 24 1/2	D. 6 1/2 C. 17 1/2	D. 9 1/2 C. 4 1/2	D. 19 1/2 C. 2 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 2 1/2	D. 8 1/2 C. 1 1/2	D. 3 1/2 C. 1 1/2
17	D. 17 1/2 C. 20 1/2	D. 12 1/2 C. 30 1/2	D. 6 1/2 C. 17 1/2	D. 14 1/2 C. 4 1/2	D. 2 1/2 C. 3 1/2	D. 9 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 1 1/2 C. 1	D. 8 1/2 C. 1 1/2	D. 9 1/2 C. 1 1/2
18	D. 17 1/2 C. 23 1/2	D. 15 1/2 C. 26 1/2	D. 4 1/2 C. 18 1/2	D. 4 1/2 C. 4 1/2	D. 18 1/2 C. 2 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2	D. 11 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2
19	D. 15 1/2 C. 34 1/2	D. 7 1/2 C. 25 1/2	D. 5 1/2 C. 19 1/2	D. 4 1/2 C. 4 1/2	D. 16 1/2 C. 2 1/2	D. 10 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2	D. 11 1/2 C. 1 1/2	D. 6 1/2 C. 1 1/2
20	D. 15 1/2 C. 19 1/2	D. 6 1/2 C. 13 1/2	D. 5 1/2 C. 13 1/2	D. 5 1/2 C. 5 1/2	D. 17 1/2 C. 2 1/2	D. 9 1/2 C. 1 1/2	D. 1 1/2 C. 1 1/2	D. 8 1/2 C. 1 1/2	D. 10 1/2 C. 1 1/2	D. 6 1/2 C. 1 1/2
21	D. 11 1/2 C. 26 1/2	D. 12 1/2 C. 23 1/2	D. 1 1/2 C. 15 1/2	D. 7 1/2 C. 5 1/2	D. 7 1/2 C. 3 1/2	D. 6 1/2 C. 1 1/2	D. 5 1/2 C. 2 1/2	D. 6 1/2 C. 2 1/2	D. 7 1/2 C. 1 1/2	D. 2 1/2 C. 1 1/2
Total ...	424 1/2 554	314 1/2 564 1/2	120 1/2 413 1/2	160 1/2 111 1/2	40+ 60 1/2	196 1/2 29	204 1/2 33 1/2	195 1/2 44 1/2	125 1/2 234	162 1/2 25 1/2

\* Good Friday. No papers published.

WEEK OF COLUMNS: Times, 28 ins.; Telegraph, 28 ins.; Post, 28 ins.; Graphic, 28 ins.; Mirror, 28 ins.; Daily News and Leader, 28 ins.; Express, 28 ins.; Chronicle, 28 ins.; Daily Sketch, 28 ins.; M. Post, 28 ins.; Telegraph, 28 ins.; Graphic, 28 ins.; Mirror, 28 ins.; Daily News and Leader, 28 ins.; Express, 28 ins.; Chronicle, 28 ins.; Daily Sketch, 28 ins.

## THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917.						
Mar. 29	11½	8½	6½	8½	10½	9½
Apr. 5	12½	6½	6½	5½	6½	13½
12	10	7	7½	6½	7½	12½
19	9½	6½	6	6	9½	10½
Total ...	43½	28½	25½	27	33½	44½

## THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bytton	Tallor	Land & Water	Graphic	Spicers	Field	Punch	Illustr. London News	Sketch	Queen
1917.												
Mar. 29	75½	17	36½	20½	33½	9½	9½	15	35	9½	17½	25
Apr. 5	36½	20	36½	19½	14½	9	8½	17	Full	9½	15	26
12	36½	20	32	18½	18	9½	10½	14	Full	9	15	23
19	39	27	36½	23½	17	9½	10½	17	Full	10	16	31
Total	187½	84	141½	82	83½	37½	38½	63	80½	37½	63½	105

## THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer	Sunday Times	News of the World	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	The Empire
1917.									
Mar. 25	D. 36½	C. 32½	D. 9½	C. 2 18	D. 12½	C. 17½	D. 12½	C. 16½	D. 17½
Apr. 1	36½	34	8½	11½	17½	11	13	4½	12½
8	32	8½	19½	12½	12½	16½	10	7½	11½
15	37	8	35½	8½	12½	10½	12	3½	8½
22	37	7½	32	8½	10	2 18½	10½	12½	13½
Total	178½	40½	154	43½	51½	9½	79½	62½	88½

Width of Columns: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins.; Dispatch, 2½ ins.; Sunday Chronicle, 2½ ins.; The Empire, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 1½ ins.; Dispatch, 2½ ins.; People, 18 ins.; Reynolds's, 2½ ins.

## THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
1917.						
Mar. 23	D. 11½	C. 2½	D. 8½	C. 2½	D. 8½	C. 2½
24	10½	2	7½	2½	5½	3½
26	11½	5	7½	6	5½	10
27	11½	4½	7½	1½	7½	11
28	11	5½	7½	1½	5½	9½
29	11½	4½	14½	2½	7½	12½
30	11	4	13	2	7½	12½
31	11	5½	9	2½	5½	4
Apr. 2	12	6½	8½	2	5½	10½
3	11½	8½	9½	1½	18½	10
4	11½	4½	6½	1½	8½	10½
5	10½	4½	10	2½	5½	3½
6	5	5½	5½	3½	3½	1½
7	6	Not published	Not published	3½	1½	2½
9	10½	2½	6½	3½	7½	1½
10	10½	2½	6½	4½	6½	3
11	11½	11	11½	10½	7	7
12	11½	11	11½	10½	7	11½
13	10½	7½	11½	6½	6½	11½
14	10½	6½	11½	3½	3½	6½
15	11	6½	11½	10½	3½	10½
16	11	9½	11½	10½	8½	10½
17	10½	4	8½	7	7	10
18	11½	4	8½	6½	5½	7½
19	11½	3½	8½	4½	7½	10
20	11½	7	8½	4½	7½	6
21	9½	3	8½	5½	3½	4
Total	260½	23½	138½	56½	209½	58
				147	47½	161½
						202½
						81½

\* Not published on Good Friday, April 6.

Width of Columns: Evening Standard, 2½ and 3½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 3½ and 4½ ins.; Globe, 2½ ins.; Star, 3½ ins.; Evening News, 2½ ins.

## THE POPULAR MONTHLIES—APRIL

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
60½	36½	31½	29½	13½	15	31½	23½	27
<i>Connoisseur</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
37	24½	30½	12½	18½	19½	18½	36½	9

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'd Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
1917	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Mar. 23	1½	3½	9½	4½	21	13½	5	2½	4	1½	9½	10
24	5½	14½	23½	3½	16½	9½	4	10	17½	1½	9	5
26	2	5½	9½	2½	30	15½	4	3½	4	1	12½	6
27	2	5	10½	2½	12	11	4	3	8	1½	8	7
28	1½	6	9½	7½	23	17	6	3	3½	4½	9	6
29	1½	5½	9½	10½	14½	9½	5½	3½	5½	1½	6½	6½
30	3½	4	9½	9	24	11½	3½	3	4	2½	8	8½
31	4½	15½	20½	9½	17	8½	5	10	15	1½	10	5
April 2	1½	3½	9½	3½	30½	12½	3½	3½	4	1½	10½	7
3	1½	3½	9½	3	13	9½	4½	5	5	1	7½	5
4	3	4½	9½	6½	22½	14	5½	3½	4	1	8	5½
5	2½	4½	9½	5	13	10	4½	3½	5	1½	7½	5½
6	†	†	†	3½	22½	11	†	†	†	†	†	†
7	5½	13½	17½	2½	12½	10	6	9½	10½	†	8	6½
9	1½	2½	8½	3	21½	9½	2½	3½	3	1	8	3
10	1½	2½	8½	2½	10½	10	4	4	4	1	9½	4
11	6½	3½	8½	3½	21½	12	4	3½	3½	1	8½	4½
12	3	3½	8½	7½	11½	8½	9½	3	5	6	7	6½
13	6½	3	8½	6	20½	12	4½	3½	4½	5½	7	8
14	2½	11½	22½	2½	13	12½	6	7½	15	2	9½	6
16	4	3½	10½	3	25	14½	5	3½	4½	1½	12	5½
17	3	3½	9½	3½	13½	12	6½	3½	7½	4	6	8
18	1½	5½	9½	6	19½	18½	3½	3	4	3½	7½	6½
19	2½	4½	10½	3½	13½	10	5½	3½	5½	2	6½	7
20	2	3	9½	4½	21½	14½	2½	3½	4½	4½	6½	9½
21	5½	13½	18½	2½	13	12	4½	10	17½	1½	9	6½
Total ...	73½	149½	291	122½	474½	308½	119	114	168	50½	210½	159

\* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

† Not published on Good Friday.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

## PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo-Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls			
1917.																								
Mar. 23	4	10	14	4	5	4	7	11	4	8	7	4	11	2	4	6	1	5	4	11	3	15	4	4
24	—	1	8	5	6	4	1	1	10	1	3	7	3	3	9	2	14	6	3	6	3	3	5	5
26	3	6	15	4	7	5	2	3	3	5	5	8	3	3	5	3	12	5	3	3	5	5	3	4
27	3	4	14	2	4	4	1	3	4	1	3	7	3	3	5	9	9	5	3	3	5	5	3	5
28	2	2	17	1	3	4	2	1	4	3	3	8	2	3	5	7	1	5	3	5	3	5	3	3
29	5	7	14	5	5	4	2	5	1	2	2	8	8	8	5	4	12	4	3	4	5	5	3	4
30	5	6	14	1	3	4	6	1	9	7	7	8	2	2	5	3	6	5	3	4	5	5	3	4
31	—	1	8	3	7	13	2	16	1	2	2	7	3	3	8	4	19	5	3	11	1	5	5	5
Apr. 2	2	5	13	1	3	6	3	3	6	3	5	7	10	2	5	2	13	5	1	4	2	3	5	5
3	4	4	12	3	8	8	5	7	8	4	4	7	10	4	5	4	8	5	5	5	7	4	4	4
4	1	6	14	3	1	5	2	2	5	6	6	7	2	2	5	4	9	5	5	5	4	4	4	4
5	4	5	13	5	6	6	4	6	5	5	5	7	2	2	5	1	5	5	4	4	4	4	4	4
6	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
7	1	1	7	1	1	10	1	13	10	1	3	7	2	2	6	1	13	4	2	4	—	—	—	—
9	—	2	8	1	4	5	2	1	4	2	3	7	2	1	5	1	5	5	4	4	2	2	5	5
10	1	2	9	1	3	5	2	3	5	2	3	7	2	1	5	5	5	5	4	4	2	3	4	4
11	3	3	13	3	2	4	3	2	4	3	3	7	6	3	4	3	8	5	2	4	3	3	4	4
12	6	4	12	8	4	5	10	9	5	6	6	7	2	2	4	6	8	4	3	3	2	2	3	3
13	5	7	13	4	3	3	5	2	3	7	11	7	9	9	4	5	5	5	6	6	6	8	3	4
14	1	1	9	1	1	6	2	1	9	2	4	7	2	2	5	2	17	6	5	7	3	1	3	4
16	2	6	14	2	2	4	2	6	4	4	7	7	3	3	8	2	10	6	4	4	5	5	5	5
17	3	3	15	5	6	7	5	1	7	7	6	5	2	2	5	5	8	5	3	6	3	2	4	4
18	2	4	17	2	1	5	2	3	7	7	5	7	5	3	6	5	5	5	6	4	4	4	4	4
19	1	5	13	3	2	4	3	1	4	3	5	7	7	3	5	5	9	5	1	3	8	4	4	4
20	5	8	13	3	3	5	2	5	7	7	8	7	5	2	4	5	9	5	3	3	3	3	3	4
21	—	1	7	2	9	6	7	17	11	2	3	7	1	3	9	2	16	6	3	8	1	4	4	6
Total...	70	113	313	84	111	124	90	162	165	89	124	181	171	69	144	90	252	133	69	138	76	125	89	114

Sizes of Columns.—Northern Echo, length 22 ins., width 2 1/2 ins. Sheffield Independent, length 23 ins., width 2 1/2 ins. North Eastern Daily Gazette, length 24 ins., width 2 1/2 ins. Daily Dispatch, length 23 ins., width 2 1/2 ins. Irish Independent, length 22 ins., width 2 1/2 ins. Yorkshire Telegraph and Star, length 22 1/2 ins., width 2 1/2 ins. \* Not published on Good Friday, April 6th.



THE HARVARD COLLEGE LIBRARY  
JUN 13 1917

# The ADVERTISING WORLD

JUNE 1917

PRICE 1/-

HARVARD UNIVERSITY LIBRARY  
DEC 18 1917  
RECEIVED THROUGH THE SPECIAL  
LIBRARY OF THE GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION

**T**O drop your advertising *entirely*  
in Summer is false economy,  
to keep it in full blast may be  
out of the question. The solution is,  
obviously, Concentration.

**PUNCH**, appealing exclusively to the  
cultured classes, offers you the cream  
of the circulations of all the best papers  
whatever their political complexions.

At a single cost you can keep together  
the most valuable part of your *clientèle*,  
ready to extend your operations to go  
"over the top" with a rush when the  
Autumn offensive opens.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London  
E.C. 4.

HARVARD UNIVERSITY LIBRARY  
JAN 9 1918  
RECEIVED THROUGH THE SPECIAL  
LIBRARY OF THE GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION



Unique service in the North and East Lancashire field is afforded by the "Northern Daily Telegraph" by reason of its net sale being unequalled by the combined net sales of all other daily or weekly newspapers within the area.

And North and East Lancashire holds a thickly populated industrial community, whose wage-earning capacity is hardly equalled by the workers of any other part of the kingdom.

**Head Office**  
**BLACKBURN**

**London Office**  
**85 FLEET ST.**

## The Canadian Market for your Goods

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

### LYDIATT'S

**'What's What in Canadian Advertising'**

Published at \$2 : post free for 8/6  
from

**"The Advertising World"**

SARDINIA HOUSE,  
KINGSWAY, W.C.2.

## Ladies !

The drain on man-power is your opportunity !

For instance, there is at present a position of responsibility and permanency in a progressive provincial Service Business awaiting a suitable applicant.

Such applicant must be capable of taking charge of all lay-out and registration work and possess an all-round knowledge of detail work and—ENTHUSIASM !

State qualifications and salary you wish to Box "Service," ADVERTISING WORLD, Sardinia House, Kingsway London, W.C.



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

**SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.**

**PRESS ETCHING CO., LTD.**

12 WINE OFFICE COURT,  
FLEET ST., LONDON, E.C.

Telephones :  
Holborn 2907-8.

Telegrams :  
" Collotype, London."

**GOOD BLOCKS**

**DESIGNS & Drawings**

*for Catalogues  
Labels Box-tops  
Cartons Covers  
Advertisements  
Letter-Heads*

PHOTO BLOCKS Half-tone &  
3-Colour Line & Line Colour

*Little Portfolio of Samples free*

**GARRATT & ATKINSON**  
*Artists & Block-makers*  
**Warwick Works EALING LONDON W.5**

# The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

JUNE, 1917

## CONTENTS

	PAGE		PAGE
En Passant:		The <i>Sunday Times</i> ... ..	490
Sound Goodwill Advertising ...	445	The National Advertising Society ...	490
The Association of Advertising Agents ... ..	446	Advertising De Reszke Cigarettes—	
National Advertisers and Provincial Media ... ..	447	High Court Case ... ..	491
A Well-meant Indiscretion... ..	448	In the Provinces ... ..	492
Sound Advice ... ..	449	Presentation to Mr. G. Wetton ...	493
Process Blocks "Up" Again ...	449	<i>Aeronautics</i> ... ..	495
Good Work at St. Louis ... ..	450	<i>The Field</i> —Change in Price... ..	495
The Late Sir Joseph Lyons ...	451	The "A. W." Professional Bureau...	496
Mr. C. A. Vandervell, with Portrait	452	The "A. W." Information Bureau ...	498
Various and Sundry :		Notes on Media ... ..	500
The late Sir R. Burbidge ... ..	453	"A.W." Law Reports... ..	501
Birthday Honours ... ..	453	Items of Interest ... ..	502
Carlton Artists at the R.A. ... ..	457	Business Going Out ... ..	505
Selling Insurance by Printer's Ink—		Mr. Chairman and Gentlemen :	
The Imperial Life Assurance Co. of Canada ... ..	459	Annual Meeting of the Aldwych Club ... ..	506
Sir Chas. Starmer—By Sydney Walton ... ..	470	Sales Managers' Association—Mr. Bottomley on a Business Government ... ..	507
The Coventry Food Economy Campaign ... ..	473	Association of Advertising Women—Mr. Wareham Smith on a National Scheme of Government Advertising ... ..	508
Advertising Baby Week ... ..	476	Volume of Advertising ... ..	509
A Car Card Campaign—Advertising De Reszke Cigarettes—by B. C. Fisher... ..	478		
A Revaluation of Railway Advertising... ..	483		

"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: 'PHONE: 2269 HOLBORN  
ADVERWARLD, HOLB. LONDON.

Cables :  
ADVERWARLD, LONDON



***"And everywhere the poster went  
The SALES were sure to flow!"***

The unfailing persistency with which sales follow  
advertising by means of

## **J. WEINER'S 'VAN-AD' SERVICE**

suggests the above adaptation of the well-known nursery rhyme concerning "Mary and the mutton"!

The moving Solus poster attracts all eyes everywhere, for immediate sales or for goodwill maintenance. It is an unrivalled medium of *proved* value.

*For terms and particulars apply to :*

# **J. WEINER**

**32 SHAFTESBURY AVENUE, LONDON, W.**

Sole Agent for advertisements on vans of Pickfords, Ltd.  
(London and Suburbs), Carter, Paterson & Co., Ltd.,  
London Parcels Delivery Co., Ltd., Bean's Express, etc., etc.

Full size poster sketches in colours free of charge.

Telephone : 1128 Gerrard.

Telegrams : "Lithoprint, Piccy, London."



*A New Book by Brockie, Haslam & Co.*

# EXPORT TRADE AND HOW TO GET IT

**EVERY** big British Business man should read it—and read it *now*. It has only 16 pages, but it is full of just the information that is essential to the future Exporter of British Merchandise.

## CONTENTS

A Survey of the World's Markets.  
Innumerable Opportunities that are open to British Manufacturers.  
Some Methods that are positively essential to Success.

A few Notes on the American and Canadian Markets.

A Modern Service that is available to British Houses desirous of winning Export Trade.

The Decision of going into Foreign Trade.

Meeting Market Tastes.

Deciding on a Selling Policy.

The Importance of a Service Department.

Doing Business through Commission Houses.

Advertising and Circularising—Special Inducements.

Standardised Products—Packing.

Deciding on a Price Policy.

**THE** book outlines our Expert Export Trade Advertising Service and tells of a Clear Cut Plan for the Production of Efficient Export Advertising Material, a Service that covers the Whole Question, the Writing, Designing, Translating and Printing of Catalogues, Price Lists and all Export Publicity

**THIS BOOK WILL BE SENT TO YOU FREE**

We shall be pleased to forward a copy to any firm seriously considering the establishing, or extension, of Export Business.



Telephone City 8782  
**Brockie, Haslam & Co**  
ADVERTISING AGENTS & CONSULTANTS  
23 FLEET STREET · LONDON · E.C.

Telegrams "Myrtelline Fleet London"







## SOUND "GOODWILL" ADVERTISING



ADVERTISERS of theatrical and other entertainments are doing well in giving all possible publicity on their bills and elsewhere to the statements made by Mr. Bonar Law and others as to the national importance of amusements.

From time to time ill-informed, though, no doubt, well-intentioned, people cry out at what they consider the waste of time, money and labour upon mere amusement. That these complaints are altogether unreasonable need not prevent them doing a great deal of harm, and it is very necessary that they should be combated with energy.

It will benefit all those who are concerned with the provision of public amusements to combine in maintaining a favourable "atmosphere" for the successful continuance of their activities.

Only the selfish and short-sighted will refuse to do their part in such a combined effort. They, as always, will be more intent upon

getting business away from competitors than in increasing the total volume of business for the benefit of all.

This purblind and pig-headed individualism has hampered the progress of British trade and commerce of every kind for ages past, but under the pressure of wartime conditions it is, fortunately, getting rarer. If the war has done nothing else it has demonstrated clearly enough that team-work can secure results beyond the reach of even the most highly energised of unrelated individual effort. The object lesson it has given business men on the value of co-operation will unquestionably have a great effect upon advertising in the future.

It has already been applied very generally to production ; and in most of our leading industries there is an increasing disposition to ascertain whether it would not be found fully as economical and effective in the domain of distribution.

Consequently, we are likely to see in the near future some impressive experiments in co-operative salesmanship, at home as well as in the exploitation of overseas markets. There will be a large amount of advertising directed rather to creating or increasing the demand for a certain class of commodity than to the sale of a particular article.

This is, of course, the policy now being pursued so extensively, though in an unorganised manner, by advertisers of amusements ; and they may be complimented upon being among the first to perceive its possibilities.

## ASSOCIATION OF ADVERTISING AGENTS



HAT has now become the Association of British Advertising Agents, Incorporated, is fairly embarked upon a career that will probably make it a potent factor in the future shaping of the advertising business.

The admirable speech of Mr. L. O. Johnson at the first general meeting of the Association will do a great deal to strengthen its position and to increase the number of its supporters.

The proposed constitution of the Association was open to certain criticisms which, by ourselves amongst others, were freely passed upon it. It seemed to suggest an attempt by a select group of agents to gain a controlling influence in agency affairs rather than the formation of a body representing the whole business to protect common interests and to further common ends.

In explaining how the Association came into being, and by showing how earnestly it is desired to make it in every way representative, Mr. Johnson effectively answered this criticism—which was quite a fair one—and did much to remove certain antagonisms set up by a not unnatural misunderstanding of the policy of which the new combination of agents was the expression.

To the criticism that the founders of the Association seemed to have arranged matters so that they should control it in perpetuity Mr. Johnson made an equally satisfactory reply. His statement that the unelected members of the council were more than willing

to meet any desire that it should contain a larger proportion of elected members will be welcomed by the many who had no misgivings about the direction of the Association as well as by the few who were more doubtful. The generous provision made for the attendance of ordinary members at council meetings will do still more to satisfy those who do not view cabinet government with too much favour.

It is well that the criticisms we have referred to should have been made openly, and it is better that they should have been answered openly.

We congratulate the Association on its being possible for Mr. Johnson to say that, "although to-day we cannot claim that our membership embraces all the advertising agencies, we can claim, with perfect truth and justice, that, at any rate, we do already represent a very large proportion of the better known agencies which are handling the bulk of the advertising business."

With a membership representing the agency business as adequately as that the Association bids fair to obtain questions affecting the governmental organisation will settle themselves as they arise. The agents will in any case get the sort of association they deserve.

## NATIONAL ADVERTISERS AND PROVINCIAL MEDIA



THE publication in our May issue of an article on the subject of specialised media has brought us several letters from publishers of Provincial newspapers. The principal point that is insisted upon in these is the fact, according to the writers, that the more important Provincial morning and evening papers form a group of specialised media which the majority of National advertisers fail to value at their full worth.

It is claimed that in their several areas such papers possess an influence that is altogether their own, owing to the close touch they are able to maintain with local peculiarities of mental and physical attitude and habit.

This claim may in the main be conceded. The circulation of a local paper, whether large or small, should be, from the advertisers' point of view, worth more per copy than that of any publication of a more general character.

Whether, in effect, it actually has this superiority will depend upon the degree of faithfulness with which it reflects the colours native to its surroundings.

If Provincial publications, able to offer valuable facilities to advertisers, do not receive the consideration to which they hold themselves entitled, it is, generally speaking, their own fault.

The efforts made by them to present their claims to advertisers are of the feeblest. Few of them, as we can state from personal

experience, are able even to formulate a case for themselves. The very few that have shown themselves alive to the necessities and possibilities of their situation have met with so much success in appealing to National advertisers that it is all the more surprising their contemporaries have not followed suit.

The great majority have not surveyed the areas which they profess to cover in the interests of the advertisers whose support is solicited. When asked for exact information as to distribution and daily movement of population; the business and leisure-time occupations and the purchasing power of various sections of their readers; the conditions of retail distribution of goods; the opposition likely to be encountered by any given advertiser—to mention but a few of the things that the advertiser wants to know—they are hopelessly nonplussed. And they will be at no pains to ascertain facts that must be all-important to the advertiser in their columns. The advertiser can find out for himself if he thinks it worth while. That is what they declare by action, or inaction, that speaks louder than words.

Very often the advertiser does not think it worth while; and leaves "the Provincials" out of his plan of campaign.

He has the great National newspapers at his disposal, and knows that they will cover the country for him; if not quite as effectively as it might be covered by the use of local media as well, at least with sufficient thoroughness to show excellent results. So he concentrates on the "big circulations" more and more.

If Provincial newspaper publishers wish to move him from this attitude, they must "show cause." They must first ascertain all the facts of their own case, and then present them with energy and persistence.

## A WELL-MEANT INDISCRETION



THE Board of Trade announces in its Journal that "H.M. Minister at Buenos Aires has forwarded a schedule of advertising rates in the principal Argentine newspapers, supplied to him by a Buenos Aires agency which undertakes advertising work. The schedule referred to may be consulted by British firms interested at the Department of Commercial Intelligence, 78 Basinghall Street, London, E.C.2."

The information thus made available may or may not be useful, but we do not quite see why the Board of Trade should place its advertising facilities at the disposal of the Buenos Aires agency referred to.

There are agencies in this country which also undertake advertising work, and are in possession of all the information available relating to the publicity value and the extremely erratic and variable "rates" of the principal Argentine newspapers.

It may, perhaps, be accounted for righteousness to H.M. Minister that he should have collected what he probably deemed rare and

valuable information for British traders interested in the Argentine; but it is not clear why this should be used in such a manner that it cannot but operate to the detriment of British advertising agencies able to offer facilities to advertisers at least as great as those of any Buenos Aires organisation.

To argue that the man on the spot must needs know most is in this case beside the point, since the British agencies undertaking this class of business which we have in mind are also on the spot in the persons of fully competent representatives.

In any case it is not for the Board of Trade even in appearance to lend official support to a private trader in a competitive business.

## SOUND ADVICE



R. POMEROY BURTON, who is equally at home on both sides of the Atlantic, gave an interesting address recently to the Merchants' Association of New York.

A good deal of it was taken up by a consideration of the great part that organised publicity should play in placing the moral resources of the U.S.A. upon a war footing.

What should be done, he said, was to "couple an open censorship policy with an energetic publicity campaign designed to bring home to the people the full significance of the present war situation."

He laid stress on the importance of educating the mass of the people, who do not at all realise what "the country at war" really means, as far as they themselves are concerned.

If his advice is followed, as it should be, many difficulties and dangers will be avoided. We should have escaped many troubles even here, close as we are to the actual fighting, if an educative campaign of the right sort had been conducted in the early days of the war.

## PROCESS BLOCKS "UP" AGAIN



It will surprise no one that circumstances over which even the gods seem to have lost all control have compelled process engravers to make a further increase in the price of blocks.

That there is ample justification for this increase will, we think, be freely admitted; much as those who, like ourselves, will feel the burden of it may regret its necessity.

The cost of the "raw materials" of process engraving has advanced by leaps and bounds. No other industry connected with printing has suffered in like proportion from this cause. And all the other difficulties and disabilities that affect trade in general have, of course, also to be reckoned with by process

engravers ; who, perhaps, feel them the more in that the work they are engaged in is, for the most part, of a delicate and highly technical character. It is impossible for them to replace by untrained workers the skilled labour which has been taken from them for the service of the State.

The extent of the latest increase in the price of blocks will be sufficiently indicated here by our stating that the "per-inch" rates for "squared-up" line and half-tone are raised from threepence to fourpence, and from sixpence to sevenpence-halfpenny respectively, other rates going up in a generally similar progression.

In announcing the new scale of charges we are glad to note that the Federation of Master Process Engravers expresses its readiness to accept one of the most urgent suggestions that we, with the support of the Association of British Advertising Agents, and other important users of process blocks, recently made at one of its meetings.

It is agreed that groups of line subjects will be charged "all over" at the ordinary rate—subject to a charge of sixpence per block for separate mounting—provided that originals are sent in grouped in readiness for photographing.

This, with some minor but not unimportant concessions relating to half-tones, will remove what was undoubtedly felt to be a serious grievance ; and will do still more in showing that the Federation is not only open to conviction, but that it is anxious to meet any reasonable objection that can be taken to details of its policy.

If the Federation will make it a principal part of its business to satisfy, as far as possible, the fair requirements of all classes of users of blocks, and if the latter will make due allowance for the many embarrassments under which members of the Federation are to-day conducting their businesses, all cause for friction between block-makers and their customers should speedily disappear.

The only thing that can rob the Federation of the goodwill upon which the prosperity of the members must rest is a suspicion that it is endeavouring unfairly to profit by wartime conditions.

It is very desirable that even the smallest semblance of a cause for distrust should be removed between parties so intimately associated as advertising men and process engravers, and we hope that none will be suffered to remain between them.

## GOOD WORK AT ST. LOUIS



WO of the most important subjects coming under discussion at the Convention of the Associated Advertising Clubs of the World at St. Louis, are the menace to legitimate business interests of ill-considered and harmful legislation, and the claim that advertising lowers the cost of distribution.

The social and industrial readjustments that must quickly be put in hand when the war is over and the machinery of peace-time has to be put in running order once again will necessarily call for legislation, more or less experimental, touching every department of commercial business. Unless



it is subjected to competent and continuous criticism nothing is more likely than that this may play havoc with the interests it is intended to preserve. The formation of a body of opinion sufficiently well-informed and well-organised to be a governing influence in the framing of new laws and regulations affecting industrial and commercial affairs is one of the urgent necessities of the time ; and if the discussions at St. Louis help to bring it into being they will have performed a signal service to "business" interests the world over.

It will be fatal to defer serious discussion of these vital matters until they must be settled in some sort of fashion without delay ; as they will have to be when peace-time comes. All that can be done by criticism and conference ought to be done now, otherwise an appalling amount of mischief may be wrought.

The part that advertising plays in distribution is also a consideration of the first importance to the general public, not less than those directly engaged in the business of commercial publicity.

Nothing is more misunderstood, and if the effect of exchange of experiences and opinions at St. Louis is, as it should be, to provide additional proof that modern advertising effects economies in the distribution of goods instead of adding to its cost, as so many people believe, a much-needed appreciation in advertising values must result.

Advertising is still very widely distrusted ; but there was never a time when people were so open to listen to a reasonable apology on its behalf as they are now. We do not doubt that many of the speakers at St. Louis will be able to present an array of facts and figures that will fully justify the claims of the most enthusiastic advocates of scientific modern advertising ; and we hope they may remember in putting forward their arguments that the verdict of the not too friendly jury outside the Convention is more important than that of what the public would consider the packed panel within.

## THE LATE SIR JOSEPH LYONS



SIR JOSEPH LYONS, whose death we regretfully have to record, was a very practical expositor of the power of imagination in commercial affairs.

There was a great deal of what is commonly called the artistic temperament in his mental make-up, and he had in full measure the imaginative man's faculty of seeing things from other people's points of view.

It was this faculty that enabled him so unerringly to perceive what the public wanted in the matter of catering, even before the public itself was able to formulate its demands.

That ancient fraud, the "practical" man, who for so long has arrogated to himself a monopoly of business ability, should find a great deal of instruction in reflecting upon Sir Joseph Lyons' remarkable career. For though Sir Joseph had any amount of energy and an infinite capacity for work, qualities that the "practical" know how to appreciate, it was a most unpractical habit of dreaming dreams and an irrepressible spirit of adventure that were chiefly responsible for leading him on from one success to another.

# CHARLES ANTHONY VANDERVELL

An Appreciation by ARTHUR GOODWIN

IN CHARLES ANTHONY VANDERVELL we have one who has attained a success probably unequalled in his own sphere, yet retained his modesty and an even keel; who faced his setbacks with serenity and his achievements without vainglory; who knew what he wanted and was content to work steadfastly until he got it, refusing to be diverted from his purpose, rejecting all the "short cuts" to a success which might involve a less efficient and permanent result than he had planned; a man who would never allow his name to be attached to anything except the best he knew; who translated his own honesty into terms of electrical commodities; who neither sought the light of personal advertisement—being satisfied to let his goods speak for him—nor the use of other people's money, being content to build upon his profits; and who—greatest achievement perhaps of all—has borne the stresses and worries of big business building without making a personal enemy inside or outside his works, and without killing the heart of the boy within him.

Doubtless, to those who know that I have been associated with "C. A. V." since 1906, all this may seem to savour of bias; but you have to live in daily contact with a man before you know him as a man, and you have to work under him before you know him as an employer.

Eleven years is sufficient for the purpose. Moreover, I first knew "C. A. V." personally in 1898, and I knew him then because—as designer of the good old Ormonde motor-cycle—I found that C. A. V. made the only batteries that could stand up under the tremendous vibration of the motor cycle of those days. He was pioneer in that particular branch. Even then I was greatly impressed by that characteristic which is so outstanding a quality in him to-day—he was thorough. Only the best was good enough for him; even though he had then but an unpretentious little place with a few assistants in Kensington wherein to give thoroughness expression.

I remember in that connection how, during the six days' trial that radiated from the Crystal Palace in 1902, "C. A. V." rode one of my Ormonde motor-cycles. He was particularly keen on all sport—always has been; and he was as keen to get through those trials as he was for his side to win when he played cricket at Lord's, or as he is on bringing down a brace of birds with his right and left to-day.

He was the acknowledged leader among the accumulator manufacturers when I joined the firm, but the big development started when "C. A. V." decided to manufacture dynamos for motor-car lighting. It must not be forgotten that he was himself the first person to introduce the variable speed dynamo to the motor world, exhibiting and demonstrating these machines at the Olympia Show of 1904—the initial step which has made the electrical equipment possible on a road vehicle to-day.

From that time the firm has never looked back, until to-day the "C. A. V." Works at Acton cover nearly ten acres, employ 8,500 hands, and is considered one of the most comprehensive and up-to-date organisations of its kind in Europe.

Charles Vandervell has kept in touch with every phase of a development which makes a real contribution to the romance of business. He is always cautious, but never lacking in swift decision when occasion requires, as when, on the outbreak of war we broke into his holiday at Felixstowe, and within a few hours was committed to the manufacture of magnetos on a large scale. Just what that involved in plant, capital, outlay and organisation the layman can hardly appreciate. It happened. You can see the results at Acton.

It was originally intended that "C. A. V." should become a stockbroker, like his father, but he early developed an electrical bent, and a passion for experiment led him very soon to found the great business which he now controls at the age of 46.





## VARIOUS AND SUNDRY

“The world is so full of a number of things.”—*Robert Louis Stevenson.*

### Sir Richard Burbidge

It was with a very real sense of sorrow that advertising men read of the sudden death of Sir Richard Burbidge, one of the great master minds of business in this country, and the maker of Harrods as we know it to-day. He was in harness till within a few hours of the end, working with his keen brain on the various projects in which he was interested. Then his heart, which was weak, suddenly gave way.

Sir Richard's earlier experience had admirably fitted him for the control of Harrods, for he had had a wide experience of great London stores before he came to the Brompton Road, having been general superintendent of the Army and Navy Auxiliary, then manager of Messrs. Whiteley's, and later at the Kensington Stores. Messrs. Harrods received his services at a time when he was in the full flood of his powers, and under his guidance the firm grew enormously. He combined in a remarkable degree imagination with sound business knowledge. And now “Harrods” is his monument as St. Paul's Cathedral is that of Wren. “Circumspice” may be written of Sir Richard as it was written in the epitaph of the great architect.

Looking back now one recalls with pleasure Sir Richard's interest in the welfare of the thousands of the firm's employees, and it was the recollection of the cruelly long hours he had himself to work as a youth that made him so strong an advocate of shorter hours and facilities for recreation for his staff. Also he was wise enough to realise that tired bodies and brains do not make

for efficiency in work. Many public bodies recognised the value of his advice and secured his services, especially since the war began. The baronetcy conferred on him was an honour thoroughly well deserved.

### Birthday Honours.

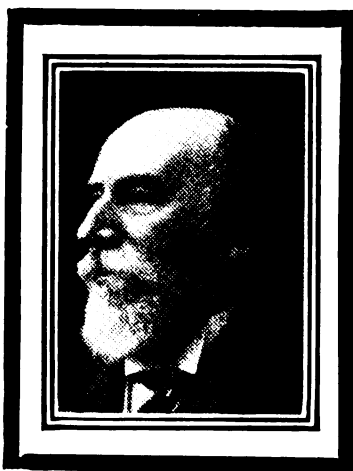
A great advertiser in the person of Sir William Lever, and a captain of industry too, now has a seat in the House of Lords, for Sir William was one of the recipients of peerages on the occasion of His Majesty's birthday. He will be a valuable recruit to that body, and all advertisers and advertising men offer him congratulations on the honour conferred upon him. The firm of Lever Bros. are probably the biggest advertisers in this country. It will be recalled that it is to the new peer's generosity that the nation owes its possession of Stafford

House, now known as Lancaster House. Sir William has chosen the title of Lord Leverhulme.

Another public man well known to all engaged in advertising upon whom honour is conferred is Sir Thomas Dewar, who is now made a baronet, the knighthood having been conferred upon him in 1902. He is managing director of Messrs John Dewar & Sons, and chairman of Messrs. A. F. Pears.

### Sir C. W. Starmer

The group of papers familiarly known as “The Big Three” is honoured by the knighthood conferred upon its manager, now Sir C. W. Starmer, J.P. To his career special reference is made on page 470.



THE LATE SIR RICHARD BURBIDGE

Other gentlemen who have received birthday honours and as business men are well known to advertisers, include Lord Devonport, who was a controlling



### The ERASMIC SHAVING STICK

*Gives a full rich lather.  
Softens the stiffest beard.  
Helps the razor.  
Ensures a clean shave.  
British and best.*

"ERASMIC" Patented in London & Paris

MORE OR LESS "ANTIQUE"

spirit in the International Tea Stores, Lord Astor, formerly proprietor of *The Observer*, both created Viscounts; Col. Arthur Churchman, vice-chairman of the British American Tobacco Co., created a baronet, and Mr. Robert Graham, of Glasgow, wholesale news-agent, upon whom a knighthood has been conferred. Second-Lieut. Evelyn Wrench, organiser of the Overseas Club, who has been made a Companion of the Order of St. Michael and St. George, was the starter of the picture postcard boom in this country.

### Matrimonial Advertisements

A very singular story of a widow's transactions through the medium of matrimonial advertisements was told at the Bradford Bankruptcy Court recently. In reply to questions by the Official Receiver, the debtor, a Mrs. Donaldson, admitted that she had lived for years on money received from men with whom she got into correspondence by means of these advertisements. Mrs. Donaldson's method, according to the Official Receiver, was to advertise for a husband

and having got into communication with men, she told the story that her grandfather had left her £11,000, but as the interest was held back, she was hard up and asked for a loan. In that way, it was alleged, the woman had got thousands of pounds, and in several cases the men had been ruined. The Official Receiver also said there was reason to believe that Mrs. Donaldson's husband was still alive, but had left her after she had ruined him. The hearing of the case was adjourned.

The facts brought out in the inquiry go to prove two things—that some men are extraordinarily credulous, and that great care should be exercised in replying to advertisements of this character. Things are not always what they seem.

Men in the trenches write stating that An-on silk underwear is vermin proof.

**An-on**  
Linen Fitting Underwear

Built on anatomical lines is loose to the body, and allows a freedom impossible in close-fitting garments.

There is a special fulness in the Drawers and Union Suits that is highly appreciated by men of active habits.

**BUTTONS LIKE A COAT.**

Perfect in quality, wear, and workmanship. Made in Drawers, Vests, and Union Suits, for Men, Boys and Girls—in pure Silk, fine Wool, Taffeta and Cotton.

BRITISH MADE.

Sold by High-Class Outfitters all the World over.

From Drawers Size:  
Silk from 7/6 7/6 12/6  
Taffeta from 7/6 7/6 12/6  
Cotton from 3/6 3/6 5/6

**An-on**  
Underwear.

A NEW NAME IN ADVERTISING

### A Hint for Follow-up Letter Writers

To the May issue of Cassell's *Book Talk* I am indebted for the following gem in the art of writing "declined with thanks" letters. It is said to be the translation of a Chinese publisher's letter of rejection, and it reads: "I



have read your work, and am delighted with it. Nay, I swear by the sacred ashes of my forefathers that never in my life have I read anything to excel its merits. That is why I am afraid that his Majesty, our exalted Emperor and Sire, would become so enthused over it, should we print the work, that he might forbid us ever to have anything printed hereafter that did not approach this superb masterpiece. And since in the next one thousand years another work of equal merit can hardly be expected, we herewith return your divine manuscript to you with infinite regret, and beg your forgiveness for doing so."



### A Mark of Origin.

The project to register a mark of origin to distinguish goods made or produced within the Empire has a great attraction for loyal Britishers, despite the difficulties which confront its application. Supporters of the movement will be pleased to learn that France has already established a mark to distinguish goods made in that country, and its administrators now appeal to the British Empire League to register a similar mark of our own. Steps are also being taken in Italy to establish a mark of origin for its goods. Sir Albert Stanley has promised the British Empire League that he will give personal consideration to a formal application to the Board for permission to register a mark. He has, too, invited the League to satisfy him that the establishment of such a mark of origin was substantially supported throughout the country.



### Vassals of the State.

The conductors of the German Press seem to be in a rather unhappy frame of mind by reason of certain proposals of the Government to establish "municipal newspapers" which should contain no advertising, and also to effect a State monopoly in advertisements. Exactly what is the

nature of these proposals it is, however, difficult to say, as the brief reports in the Press are not very instructive, but the League of Newspaper Employees at their meeting at Hanover has bitterly protested against the suggestion. Naturally newspaper men don't like a scheme which will deprive them of their advertisement revenues and make them even more the slaves of the Government than they are already.



### A Good Bill

The "Food Economy" double-crown bill reproduced on this page may fairly be accounted one of the most successful of our long series of wartime posters. It is



ATTRACTIVE AND POINTED

attractive and it is definitely pointed. The figure is reproduced from a photograph in photographic-brown ink by the intaglio process, the background in a dull blue is put on the paper by relief

printing from a half-tone block. The principal lettering is in yellow outlined by brown. A most admirable effect has been obtained in an inexpensive manner; as, no doubt, many advertisers will observe and remember.

### Distinctive Draughtsmanship

A distinctive style of illustration is a very great asset to the advertiser. The



FOR A TAILOR'S ADVERTISEMENT

"Burberry" manner of illustration, for instance, has enormously increased the impactive force of the advertising with which it is connected, and the particular method of draughtsmanship that has of late given a new fame to the firm of Messrs. Thresher & Glenny is another case in point. A style of illustration equally individual and distinguished is now being used by the A. B. Kirschbaum Company, of Philadelphia and New York. As will be seen from our reproduction of an example it is based upon the woodcut convention; but it none the less possesses a most pleasing and original quality of its own. I should like to see some more of our own advertisers striving to obtain for their goods pictorial representation of an out-of-the-common character. It is their own fault if they use illustrations that are commonplace and uninteresting.

There are plenty of artists only too anxious to supply more "personal" work who are never encouraged to offer it.

### Second-Hand Goods

"Quality" advertisers are of late evincing a general disposition towards an artistic archaism in their displays. In some instances there is sound justification for this attitude of looking backward; but in most cases there is none. The production of these Wardour Street antiques is being rather overdone by advertisers whose past is all in the future. A genuine feeling for the thing that is "artistic"—how the word has been misused!—will express itself more in the creation of things of beauty than in doubtful restorations.

### A New Sphere for Advertising

The importance now attached to advertising and the acknowledgment of its powers is very gratifying to those who have demanded recognition of them through many years, and have had their advocacy regarded with scorn. Indeed advertising seems to be looked on now as a means of curing all ills, but even so it is a little startling, to see it advocated as a means for making marriage more popular.

To Mr. Walter M. Gallichan belongs the credit of this idea. He has been writing in *Reynolds's* on the subject of "Love and the State: The Need for National Encouragement of Marriage," and he thinks this need can be met by means of advertising.

Mr. Gallichan says: "A great propaganda of marriage should be organised immediately. The positive advantages of matrimony should be announced from platforms, on the stage, and by means of the cinema. An enthusiasm for the natural life of conjugality might be stimulated by a score of methods. Sound and rational instruction in the ethics of love and the hygiene of marriage and parentage should be subsidised by the State, and qualified lecturers and teachers selected by an expert committee. To make marriage more 'popular,' we should employ the powerful agent, Publicity." TNOTH.

# "CARLTON" ART AT THE ROYAL ACADEMY

A Record Achievement by the Famous Studio of Commercial Art.

By LAMPETER TODD.

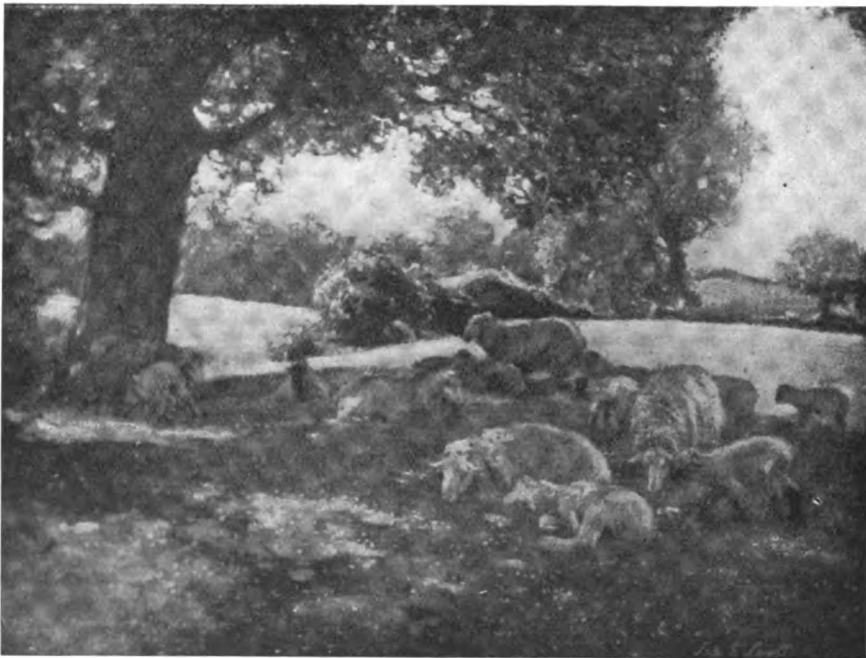
THE ACHIEVEMENTS of the able and enthusiastic band of art workers who have made themselves famous as "The Carlton Studio" have for me an interest of a very intimate and personal kind.

I have known "The Carlton" from the time that it was brought to birth by a little group of artists whose material resources were as limited as their ideals were spacious. With the interest naturally aroused by the phenomenon presented by such notoriously hair-brained folk as artists playing at being business men, I watched the creators

of the Carlton setting to work to translate their ideals into practice.

And to my astonishment they succeeded in doing so: to such an extent that in a few years' time they had not only built up a great business organisation, but had also established new and high standards which commercial art has ever since been compelled to strive after.

In this "Carlton" combination of art and "business" it might have been expected that the former would in some measure suffer. It has not been allowed to do so in the least, as is amply proved



"SPRING"

By MR. SEPTIMUS SCOTT



"A PORTRAIT"

"THE CONSCIENTIOUS OBJECTOR"

By MR. D. JAGGER.

by the fact that six "Carlton" artists are represented by eight pictures in this year's Royal Academy exhibition. These are:—

No. 24, A Study, Mr. Allan Davidson.

No. 1301, Dusk, Mr. W. G. Easton.

No. 71, A Portrait, Mr. K. McKay Edmunds.

No. 494, The Conscientious Objector, Mr. D. Jagger.

No. 507, Portrait of Mrs. C. Sergeant Jagger, Mr. D. Jagger.

No. 607, How the Leopard got his Spots, Mr. D. Jagger.

No. 506, Spring, Mr. Septimus E. Scott.

No. 833, The Valley of the Wye, Mr. Ernest Wallcousins.

I know it is the fashion in some quarters—notably among the rejected—to sneer at the Royal Academy: but there is small chance of any outsider

getting his work accepted for its exhibitions unless it shows very solid technical qualities. The testimony to "Carlton" standards thus secured by the acceptance of the eight pictures referred to is therefore one that does not need to be in the least discounted.

If "Carlton" artists at their full strength—when there is no war to keep many of them in camp or at "the front"—should some day make a serious effort to discover how many pictures they could get hung at Burlington House, I do not doubt for a moment that this year's record would sink into insignificance: but sufficient for the day is the achievement thereof, and that of 1917 is evidence enough that even in these difficult times the "Carlton" is still as active and efficient as ever.

*Must have THE ADVERTISING WORLD; it's an old friend to me, and I never drop a friend.*—Mr. W. E. BRADBURY, The H.P. Advertising Service.

*You will be interested to know that in my address to the Newspaper Proprietors' Association yesterday, I stressed the fact that every member should take THE ADVERTISING WORLD. As you know, we have already induced several of the New Zealand publishers to subscribe to your journal. As a result of the present conference, we hope to be able to send you quite a number of new subscribers.*—Messrs. J. ILOTT, LTD., Advertising Agency, Wellington, N.Z.

# SELLING INSURANCE BY PRINTER'S INK

## The story of the Publicity Campaign of a great Canadian Insurance Co.

UNTIL VERY recent years the whole burden of influencing the sale of life insurance rested upon the shoulders of the life insurance agents. And because the process of educating the public, one by one, was necessarily slow, there existed a very general and very decided antipathy to life insurance and to life insurance salesmen.

The aggressive advertising policy of The Imperial Life Assurance Co. is based on the belief that a large portion of this educational work can be done by means of printer's ink.

The Company fully realises that men cannot be induced by advertising to come to the office and purchase life insurance as they can be persuaded to go to a store and purchase advertised articles of personal adornment or creature comfort. But it is thought—and experience has proved it so—that prestige can be created in this way which will make it infinitely easier for agents to secure favourable attention and to sell policies than would be the case without advertising.

The Imperial Life believes in all good advertising, but is prevented from using many forms not now employed because the amount of money available for this purpose will not permit. The nature of the life insurance business is such that the expenditure for advertising—like all other expenses—must be kept within a definite percentage of the premium income. Therefore, in Canada and in Newfoundland the Company confine themselves at present to two forms of advertising :—

First—Booklets, leaflets, blotters and other company literature. These are used because they are essential as canvassing helps for the sales forces.

Second—Advertisements in a picked list of newspapers of large circulation. This method has been adopted because it offers a means of reaching the maximum number of people at the lowest possible unit cost.

In the Southern Agencies, calendars take the place of newspaper advertising because of local conditions.

As time goes on and the Company's premium income increases, the amount available for advertising will in consequence increase. This will permit taking up other forms of advertising from time to time. But it is not the policy of the Company to adopt a new method or medium until such time as it can be done to an extent sufficient to make a decided impression.

The conditions created by the war in Europe have enormously increased the cost of all forms of advertising. This is especially noticeable where the use of paper and ink are involved. Raw materials used in paper-making are hard to procure, and as a result, the paper manufacturers are unable to supply the demands for standard lines, and they have ceased almost entirely the manufacture of what might be termed fancy papers.

The scarcity of desirable papers, together with the enormous increase in the cost of the limited variety now available, creates a serious problem. This the Imperial Life have offset to some extent by having purchased many months ago the stock required for such booklets as it could be foreseen would require to be reprinted for this year's use.

The booklet entitled "52 Reasons for Life Insurance," contains reproductions of fifty-two of the regular newspaper advertisements. Properly used it is considered to be one of the most effective canvassing helps, especially with prospects who have others dependent upon them. The best method of using "52 Reasons" which has come to the notice of the Company was outlined by a successful agent as follows :—

"I keep about half a dozen of these booklets in circulation all the time. I do not give a copy to a prospect. I only loan him one and get his promise that he



A GROUP OF ADVERTISING BOOKLETS AND FOLDERS

will read it over the same evening or within a couple of days. I then arrange to call for it at a definite time. At the

same time I warn my prospect not to lose the booklet, as I need it again. In this way I impress on his mind that it is



A MESSAGE ESPECIALLY DIRECTED TO LARGE  
RETAIL STORES AND MAIL ORDER FIRMS

# A Substitute for Catalogues

**I**N these days when fluctuating prices and changing stocks render it almost impossible to issue catalogues, the columns of "John Bull" can be advantageously used as a substitute. A million-and-a-half householders would read your message before prices had time to change, and the famous "John Bull" guarantee gives the reader the necessary confidence.

*Certain large stores who now advertise in "John Bull" would be well advised to give fuller particulars of their goods for the benefit of those of our readers who live away from London, so that these can place their orders by post.*

Philip Emanuel, Advt. Manager, Odhams Ltd., Long Acre, W.C.2

something worth while. This gives me a chance of another interview when calling for the booklet.

"On my next visit I find the prospect well warmed up if he has read it over—and I find in most cases he does read it. At the first interview before loaning him the booklet I usually read him two or three of the "52 Reasons" which I think are most suitable to the case of my newly-found prospect—just enough to make him want to read the rest of them."

It is not practical to have a booklet describing each of the many kinds of policies, but the company have the three booklets in particular. They are:—

Form No. 189—"That Home of Yours," which describes The Imperial's Ordinary Life and Limited Payment Life Policies. Form No. 188—"Peniless Old Men," which treats with The Imperial's different forms of regular Endowment Policies; and Form No. 80—"The Imperial Accelerative Endowment," which explains in detail the features of the Accelerative Endowment Policy.

To use these different booklets intelligently it is necessary that a careful survey of the prospect's circumstances and needs be made before a booklet is given to him. In fact, this should be done in every instance, whether the use of a booklet is involved or not. The good salesman will first learn all he can about his prospect so as to be in a position to diagnose his case and recommend the most suitable form of policy. He will then, in his canvass, concentrate upon this one plan and not confuse and distract the mind of his prospect by discussing a variety of plans.

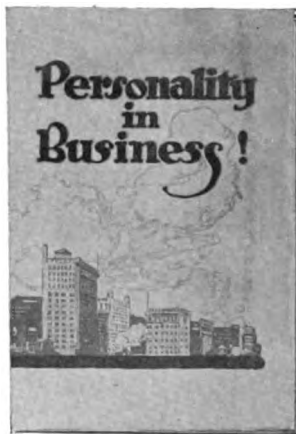
Another form of Imperial publicity

takes the form of advertising blotters (size  $3\frac{1}{2} \times 6$  inches). They are intended primarily for enclosing in outgoing mails. One of these is enclosed with every premium notice or other communication sent to policyholders, to prospects, or to other correspondents—provided no other advertising matter is being enclosed. It is not felt advisable to send to any person more than one piece of advertising literature at one time.

In addition to a large stock of these small blotters the Company have a limited supply of the regular commercial blotters (size  $4\frac{1}{2} \times 9$  inches). An illustration of one of these is also shown in the group.

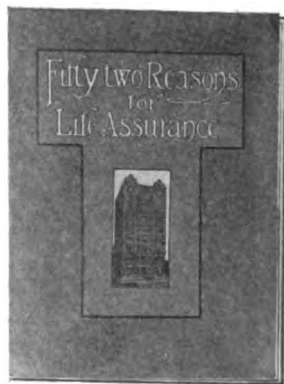
This booklet entitled "The Penalty of Neglect"

was prepared solely to be sent to persons whose premiums were past due. It is made up of nothing but "horrible examples" of women and children suffering misfortune through the failure of



their breadwinners to keep insurance in force. To a man whose premium is past due and whose paternal instinct is normal a reading of this booklet generally results in his immediately restoring to his family the protection of his policy.

Two years ago when the \$100,000 Imperial Ten-Year Endowment Policy in favour of the Wm. Davies Company matured the Imperial attracted a great deal of favourable attention to themselves, and to this form of insurance, by advertising the settlement in a big way. Immediately after the settlement was made they published a half-page advertisement about it in all of the principal newspapers in the country. They also prepared a "broadside" folder respecting the event and sent it, together with



TWO BOOKLETS

*Extract from "Brain Power," No. 19, the organ of the Pelman Institute.*

And, of all the journalistic media selected by the Institute for the publication of its announcements, the "Daily Mail," it may be frankly stated, stands easily first in importance. In point of numbers, as well as in point of "quality," the "Daily Mail" has fairly earned this tribute to its astonishing popularity with every section of the British public. Pelman advertisements in its columns have been responded to not only by every class of business and professional men and women, but by the "leisured" and official classes in equal degree. One naturally expects—and receives—correspondence from the more exclusive classes of Society when advertising in the "Times," but the response from these quarters is equally great in the case of the former journal. Several British Generals and a large number of titled persons, now Pelman students, have become so as the result of an advertisement in the "Mail."



a circular letter, to all members of the Canadian Manufacturers' Association, and to a list of business men whose names were furnished by the Company's Branch Offices. These names were followed up with other circular letters and advertising literature for several months. The Company have also at intervals since that time published other advertisements on the subject of Business Insurance.

In this connection the Imperial prepared the booklet "Personality in Business," and this they claim is the most impressive and elaborate life insurance booklet which has ever been published in Canada.

Because the lack of systematic work, and consequent failure to use their time to the best advantage, has deprived life agents of much success, the Imperial Life Assurance Co. have prepared a

series of four direct mail advertising folders with which, in advance of a first call, the agent can create in each prospect a favourable state of mind. By means of these folders also much time is saved in dealing with prospects.

The Imperial Life adopted newspaper advertising as a regular feature in 1913. It has been instrumental in establishing for the company in the short space of four years a standing in the public mind which otherwise it would have taken many years to acquire.

Recognising that the business of life insurance was greater than any one company, the Imperial have in their copy urged the need of life insurance and the service life insurance can render rather than the merits of their own company and its policies. In other words, they have been content to use institutional advertising and to attach

"Sheffield Independent" says:—

"Don't read this  
if you want  
to remain in  
a rut."



HOW TO  
REDUCE  
SELLING  
COSTS

By PAUL E. DERRICK

**THE TIMES:** "Mr. Derrick's book is welcome because it takes up the thread where the economist drops it, and carries it on through a world inhabited by people of flesh and blood."

**DAILY TELEGRAPH:** "The most valuable feature is the author's determination to see the problem as a whole, and to indicate its bearing on the prosperity of each individual class concerned."

**MORNING POST:** "There is a wealth of detailed knowledge and of shrewd comment in this wide-awake treatise which should help to bring nearer the age foreseen by its author when British manufacturers and distributors will act on the adage: 'Organisation is power to foresee.'"

**DAILY MAIL:** "This is a lively, clever, important book which should be in the hands of every business man, for skill in advertising and knowledge of its effects are among the recipes for success."

**DAILY NEWS:** "Mr. Derrick has written a book that no man engaged in manufacturing or selling can afford not to read."

**DRAPERS' RECORD:** "Mr. Derrick has produced a valuable book on a vital commercial problem."

**SHEFFIELD TELEGRAPH:** "Mr. Derrick is one of the few men who, by reason of their position and experience, can write with authority."

**SELLING & ADVERTISING:** "The author is an advertising agent of the best type. In many remarkably successful campaigns he has shown a well-balanced mind."

**NEWCASTLE CHRONICLE:** "Mr. Derrick has a practical mind and a graphic style. His book will be instructive to all in whatever line of business."

**DAILY EXPRESS:** "Mr. Derrick speaks with the authority of many years' experience in this country and in the United States."

**GROCER:** "A masterful study of the whole problem of salesmanship, it outlines a policy which our knights of commerce would do well to consider."

**THE OUTFITTER:** "Mr. Paul Derrick tells us how to reduce selling expenses whilst increasing the turnover . . . the best methods of avoiding a glut, and of how to create and control demand."

**DUNDEE ADVERTISER:** "Mr. Derrick's ability to speak authoritatively on advertising as an aid to business is well demonstrated in this volume."

The moment the War ends the Trade War will begin. The manufacturer first out with an efficient selling attack, based upon a sound article, will win his market. He it is who now plans his "offensive"—ready for "finishing touches" and "quick advance" at the word

"PEACE."

Never was such an opportunity to establish a trade-mark line—never so great the need of efficiency to maintain one!

In the marketing, as in the making, the race will be to the swift—and efficient. Preparation in the one direction as in the other is equally urgent. Modern Selling Plans press for consideration to-day. Future success depends as much upon efficiency in selling as in production.

**T**O-DAY is essentially the time for manufacturers to benefit from Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans, ready to "let go" when Peace Breaks In.

Mr. Derrick's services can be retained for a fixed fee mutually agreed, or the complete Advertising Service Organisation of which he is the head may be utilised.

Certain goods are barred, since we do not serve competing lines. But we are equipped to prepare and execute as well as to plan economical advertising campaigns of any proportions, home and overseas, for certain lines, among them—

Underwear, Hosiery, Corsets, Gloves, etc. ;  
Motor Cars & Tyres ; Machinery ; Building,  
Plumbing, Decorating, House Furnishing,  
and Toilet Goods ; Food, Tobacco,  
Musical Instruments ; Sports Goods and  
Toys, etc. Anything of value that does  
not conflict with our existing clientèle.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL E.  
**DERRICK**  
ADVERTISING AGENCY LTD.  
*Do it Better*

34 Norfolk Street, Strand, London, W.C. 2



THE ADVERTISING MANAGER'S OFFICE SHOWING  
MR. ELVINS (AT THE DESK) AND MR. JEFFRIES

thereto the name of The Imperial Life. Their example and style of advertising have been followed by several other Canadian life companies, so that to-day there is being carried on a volume of excellent educational advertising in the interest of life insurance which even the most optimistic never dreamed of a few years ago.

For their 1917 campaign the company are using regularly in Canada and Newfoundland twenty-five of the largest daily newspapers, three illustrated weekly newspapers, two weekly editions of large city dailies and three of the most prominent agricultural weeklies. Most of these have been used continuously during the past four years. These papers combined have an aggregate circulation of considerably over one million copies per issue. So that if we take the generally accepted average of five readers to a single paper the number of readers reached every time the Imperial publish an advertisement in each of these papers is in excess of half the total population of Canada and Newfoundland.

During 1917, the company will publish nearly sixty million individual advertisements at an average cost of twenty-one cents per thousand advertisements. This low unit cost explains why they have decided to use newspapers up to a certain point in preference to some other forms of advertising.

The Imperial always discouraged its field men from expecting any considerable amount of new business as a direct result from advertising. Good advertising unquestionably does help greatly towards securing business, but its influence in life insurance is entirely indirect. Results can only be secured through the co-operation of the agent.

In apportioning the company's advertising funds the policy is to use the methods which will provide the greatest good to the greatest number of agents. The definitely limited amount of money which can be devoted to advertising does not permit of using many media and forms of publicity which would be helpful.

Especially is it held to be imperative that the company refrain from using advertising of a local nature. That is to say, the Company cannot assume the expense of advertising which will apply to any one, or to a limited number, of agencies. The cost of local advertising when undertaken must be paid for by the agent or agents interested.

The company does not recommend that its agents advertise locally. As the Imperial Life claims to do more advertising at its own expense than any of its competitors in Canada it is felt that its agents have a decided advantage over their rivals. But if any agent feels that he cares to spend some of his own money in local advertising the company will



# Magazine Advertising



*The "London"*

*The Biggest-Circulation Popular Monthly.*

*The "Premier"*

*The Best of the Fiction Monthlies.*

*"My Magazine"*

*A decided "puller," going to a moneyed audience.*

**Special combined discount of  
10 per cent.**

**making £58 : 10 : 0 net for  
one page in all three.**

**W. B. Robertson,  
Advertisement Manager,  
The Fleetway House,  
London, E.C.4.**

**That boy of yours!**



What's to become of the lad in case you die?  
Will he at fourteen, or earlier, have to go to work?  
Or will you make sure that he gets a proper start in life—whether you live or die?  
An Imperial Endowment Policy will do it.

CONSULT—

**JAS. A. MACKENZIE**  
MANAGER FOR NEWFOUNDLAND, ST. JOHN'S  
THE IMPERIAL LIFE ASSURANCE CO. OF CANADA

**She's Daddy's Girl**



He's planning big things for her—if he lives.  
And if he dies—  
She will then receive from The Imperial Life—regularly—each month—as long as she lives—a cheque to provide for her every need.  
Have you so provided for your "little girl"?

CONSULT—

**JAS. A. MACKENZIE**  
MANAGER FOR NEWFOUNDLAND, ST. JOHN'S  
THE IMPERIAL LIFE ASSURANCE CO. OF CANADA

**Penniless Old Men**



You know many of them—  
Men who have made plenty of money, but who spent as freely as they earned.  
An Imperial Endowment Policy makes it easy to escape their bitter experience.  
Will old age find you still drudging along?

CONSULT—

**JAS. A. MACKENZIE**  
MANAGER FOR NEWFOUNDLAND, ST. JOHN'S  
THE IMPERIAL LIFE ASSURANCE CO. OF CANADA

**That Home of yours**



Is it mortgaged?  
Suppose you die!  
Will your widow be able to meet the payments? Or will she and the kiddies be left homeless?  
An Imperial Endowment Policy will pay for your home—whether you live or die.

CONSULT—

**JAS. A. MACKENZIE**  
MANAGER FOR NEWFOUNDLAND, ST. JOHN'S  
THE IMPERIAL LIFE ASSURANCE CO. OF CANADA

#### LANTERN SLIDES FOR MOVING PICTURE SHOWS

gladly place at his disposal the assistance and co-operation of its advertising department.

If agents wish to advertise in a local newspaper they can procure from the head office, without cost, plates of any of the company's advertisements, bearing the agent's own name and address. It is advisable for agents to identify themselves with the company by having their advertising in the distinctive Imperial Life style, and it is not possible for a newspaper to set the advertisements in this style because they cannot supply the borders.

Advertising on the screen is not permitted in some of the larger theatres. But in many moving picture houses an arrangement can be made to have a slide shown before, between and after

the shows each night. The cost of such service averages \$1.00 a week.

Some of the Imperial agents are using this form of advertising and the company is prepared to supply free a set of four slides for that purpose.

Branch managers at two points in Canada are using street car advertising as a regular feature of their local advertising. But as street cars are only available at a limited number of points, street car advertising would not interest the majority of the agents.

Any branch manager who cares to contract for street car advertising, at his own expense, can secure a supply of car cards by applying for them to the head office. They are attractively printed in colours and supplied free of cost.

Mr. Chauncey Kempt, late of the advertisement staff of *The Observer*, who died on March 22nd last, left a son aged 7, who is unfortunately of feeble mind. The National Advertising Society has secured his acceptance as a candidate for admission into the Royal Earlswood Institution. Readers of *THE ADVERTISING WORLD*, having votes in that Institution, are earnestly requested to forward the same to the Clerk of the National Advertising Society, 61 Fleet Street, E.C. 4.

The annual report of the Associated Newspapers stated that the year had been one of great difficulty, owing to increase in cost of paper, etc. The advance in price of *The Daily Mail* to one penny had been "in every respect satisfactory." The profits of the company for the year ending March 31st amounted to £165,248. The profits of the Anglo-Newfoundland Development Co., in which the Associated Newspapers owned a large interest, had been £74,056 for the year.

# The Observer

(1791)

## THE UNRIVALLED SUNDAY JOURNAL

Our apologies are due to the advertisers whose orders have been declined during past months owing to limitation of space ; as also our thanks to our regular advertisers who for the same reason curtailed their announcements.

Space should now be reserved for autumn and winter campaigns.

2<sup>D</sup>

Telephone :  
4591 City.

Offices :  
22 Tudor St.,  
E.C.4

## SIR CHARLES STARMER, J.P.

By SYDNEY WALTON

LONDON DOES not possess the sum total of the romance of merchantry. If Sir Charles Starmer had come to the Metropolis he would have been a chieftain among many merchantmen, but Destiny, appointing to some the distant cities of the earth, leaves others of her sons at home to "breast the blows of

for in its pages the pen of the late W. T. Stead began to show itself. We may speak of *The Northern Echo* as Stead's first chariot, and the wheel marks are deep in the remembrances of the men of Durham and Northumberland.

Gladstone and Lord Morley caught the sound of his going forth, and *The Northern Echo* became a power in the councils of the party. Under Mr. Starmer's control the paper, published in Darlington, has grown from four to twelve pages daily, and its influence is undimmed.

Sir Charles Starmer has commercial insight and foresight and thoroughness, but true and strong ideals and purposes govern his enterprise. His papers are always at the service of the most worthy causes, even as he himself has been Mayor of Darlington, and plays a prominent part in the affairs of the town.

In 1909 the call came to wider spheres, and, though retaining his residence in Darlington and his direction of *The Northern Echo* he took over the control of *The Sheffield Independent*, translating it from a penny paper, with a circulation of, say, 20,000, to a halfpenny paper, with a circulation nearly five times multiplied. And this, too, without the loss of dignity which newspapers are apt to suffer in such translation.

Then came Birmingham, where Sir Charles took charge of *The Birmingham Gazette* and allied papers. His kindling, quickening presence was soon felt, and about him gathered, as in Darlington and in Sheffield, a band of young enthusiasts loyal to their brave and youthful chief, and wonders are being wrought, for Sir Charles Starmer has a genius for friendship.

He has accomplished much, and is yet far from the autumn days. Still in his prime, he is still achieving, and lately has acquired a property in Lincoln. One day it may be London, for he is destined to sit in the House of Commons and express there his passion for the public good.



SIR CHARLES STARMER, J.P.

circumstance." These men by sturdy patience and industry become the pillars of their provincial towns and strengthen the citizenship which they adorn.

Those who know the inner working of newspapers will appreciate Sir Charles Starmer's enterprise in carving his way from office boy to the control of eleven newspapers in the provinces. And these papers he has exalted by the force of his own personality, making them, as he would say, warm-blooded with human interest and joy.

*The Northern Echo* was the first halfpenny morning paper published in this country. It has a fame greater than that,

## THE TRUTH ABOUT TRUTH



NO ONE will dispute the fact that *Truth* has succeeded to an extraordinary degree in obtaining the particular affection of a very varied congregation of readers.

They belong without exception to the more educated and intelligent classes, and consequently for the most part represent an uniformly well-to-do constituency: beyond this they can be subdivided into many sections seemingly possessing nothing in common but their regard for their favourite weekly paper.

How is it that people of every shade of political opinion, of all diversities of professional and business interest, of the most various temperaments and tastes, men and women alike, are united in their loyalty to one particular periodical?

The answers to a leading question addressed to a number of *Truth* readers seem to supply the reason, or rather the reasons.

One will say that he goes to *Truth* for its well-informed "Service" information; another for its "inside" club gossip; another for its intimate social news. A City man will declare that the financial articles are the best feature in the paper; somebody else would not miss "Mr. Pepys" for anything.

Women find in "Mrs. A.'s Diary" an inimitably bright and breezy chronicle of happenings peculiarly interesting to all concerned with the doings of the "Society" that is spelt with a capital S; as well as many other items of vital import to them that are to be come upon nowhere else. The "Queer Stories" have had for many years their own group of admirers, and there are not a few who find an infinity of instruction and amusement in *Truth's* amazingly courageous exposure of undesirable folk of all complexions.

*Truth* has, in short, one face that has not altered or aged through forty years of strenuous life; but it has many features each of which is its most endearing charm to one or other of its followers.

Each of these features has grown to be

the standard and model of its kind, and it has become almost a necessity for people concerned to read them; for otherwise they could not justify a claim to be well informed.

*Truth* has therefore entrenched itself not merely in one corner of the field in which a periodical appealing to the well-to-do public has to operate; but in almost every part of it. No other publication occupies a similar position.

The individuality that attracts one section of readers to a paper usually repels others. *Truth*, with an individuality as strongly marked as the most strongly characterised of its contemporaries, has contrived to give men and women of the most opposite interests in business and pleasure something that each wants and feels that he, or she, must have.

Combined with its unique reputation as the most active and courageous enemy of "shady" practice in commerce or elsewhere, and its well-known carefulness in excluding all but perfectly sound propositions from its advertising columns, this is what has made *Truth* pre-eminent among papers offering special facilities to advertisers dealing in goods of a high grade of quality.

Its circulation is not restricted in any way except by the fact that its matter is in the main exclusively of interest to people of solid social and financial position.

There is no sort of commodity advertised in any other "class" paper—to use a hateful but convenient expression—which could not be advertised with at least an equal assurance of satisfactory results in *Truth*.

Among men and women, with business folk and pleasure-seekers, in "Service" and professional circles it finds equal acceptance. It can give to each of them something that can be found nowhere else.

It can present to them the features of *Truth*.

\* \* \*

For further information apply to L. K.,  
*Truth* Buildings, Westminster, S.W.

# FOOD ECONOMY

## Some Notes on a Successful Publicity Campaign now being conducted at Coventry.

IN A spirit of laudable enterprise Coventry is conducting a successful food economy campaign of its own, with some assistance from headquarters. So because of its merits and because this campaign may afford useful suggestions to other places, patriotically wishful to help the good cause, we are glad to be able to record the outline of what is being done.

The first point to be impressed as one of the lessons to be learned from Coventry is the importance of the purely local appeal, as distinct from the appeal which is addressed to the nation at large. For the very reason that the appeal is local it has a force which a general exhortation can hardly possess. Coventry is a workers' centre, and it has been found that an appeal to the citizenship of workers proud of their city has been more effective than would be a general summons. For instance,

the call was made "Citizens—to Arms," rather than in the spirit of that earlier in the war—"Able-bodied men wanted to fight for King and country." We say this without making any reflection on the loyalty of the Coventry folk.

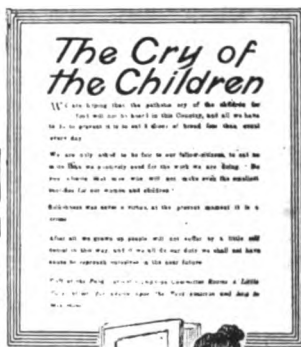
Even if this principle did not apply with equal force in all parts of the kingdom, at any rate the purely local appeal might most effectively be made in conjunction with the national call. People are nearly always proud of the town in which they live, and a special call to the men and women of, say, Nottingham or of Hastings will carry a weight not to be despised. This is one point for consideration by local committees who may very properly desire to help in their own districts the work on which the central organisation is engaged. Probably a good deal of the campaign which headquarters has carried out has proved less effective



### A Slice of Bread

Let a slice of bread be taken from every loaf and it will be found that the loaf will last longer. This is a simple way of saving bread. It is a small thing to do, but it is a big thing to do. It is a small thing to do, but it is a big thing to do. It is a small thing to do, but it is a big thing to do.

Let a slice of bread be taken from every loaf and it will be found that the loaf will last longer. This is a simple way of saving bread. It is a small thing to do, but it is a big thing to do. It is a small thing to do, but it is a big thing to do. It is a small thing to do, but it is a big thing to do.



### The Wisest Man in Parliament

Can't tell us exactly how we stand with regard to our food supplies, but one important fact we have learned and it is that if each of us eats 2 slices of bread less than usual every day we save 100 million loaves and save from serious hardship. Such a little thing to do that you may think it is unimportant, but it is not. This little economy just the saving of 2 slices of bread a day will mean a saving of thousands of loaves a week—but if you do not SAVE YOUR BIT NOW, as your reproaches later will not prevent you and others from feeling the pinch of hunger.

Get at the Food Control Campaign Committee Room, Little Park Road, for advice upon the food economy and how to help.

THREE SPECIMENS OF THE APPEALS





E. LUCCHESI

*"Between the Acts"*

The name "De Reszke" on the box is a pledge of quality—a guarantee that no better cigarettes are made. Why not try a box?

SOLD EVERYWHERE

Or post free from J. MILLHOFF &amp; CO., Ltd. (Dept. 70), 86, Piccadilly, London, W.

**"De Reszke"** *The Aristocrat of* **Cigarettes**

Digitized by Google

**Picture Offer**

to "De Reszke" Smokers only

This picture, "Between the Acts," on antique paper, 15 in. x 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning  
Picture  
No. 46

than it otherwise might have been because of the lack of consideration of local conditions.

Of course, a central organisation cannot possess local knowledge. As also it is admitted that men and women engaged in hard manual labour must eat more bread than those who follow sedentary callings, it will at once be seen that there is therefore another point for adaptation of appeals by local bodies.

Coming now to the details of the campaign in Coventry, it may be described as falling under four heads—Press advertising, the hoardings, the trams, and the picture palaces. The work has fallen mainly on one man, Mr. W. E. Bradbury, a member of the Coventry Food Control Committee, who was asked by the committee to carry through the publicity scheme.

The illustrations we reproduce give some idea of the appeal which is being made in the Press. The earlier announcements included "Defeat or Victory" and "A Slice of Bread," while "The Wisest Man in Parliament" and "The Cry of the Children" were later efforts. They were all designed and written by Mr. W. E. Bradbury. In addition to display advertisements, three-quarter inch single-column spaces under matter were also taken. One of these appeals read: "We admire the women who waste nothing," and another

"The children *must* have bread, will you eat as little as possible?"

Another method of directing attention to the question has been the issue of postcards with suitable design and copy on the back, and a number of ladies in the district have been making a house-to-house call leaving behind them two or three copies of the cards. As the householders will probably use the cards for communicating with friends a double publicity will be secured for the message they contain.

An Information Bureau is another valuable feature of the work, and there callers can see the various substitutes for wheat, flour and bread, and the methods of making them into palatable food. This Bureau is very useful in bringing the economy workers into direct contact with those whom it is sought to influence.

The underlying motive of the announcements which the committee have made has been to arrest attention by the virtue of the design, but the copy has to be restrained, because anything in the nature of a panic has carefully to be avoided, and overstatements would defeat the end in view.

The committee have been able to secure a large amount of voluntary help, and that has been very necessary because they had so little money to spend.

### The Advertising Man's Library.

"The Year Book of Wireless Telegraphy." The Wireless Press, Ltd., London. 3s. 6d. net.

This book, now in its fifth year, contains a mass of information most useful to all engaged in the wireless industry, for it covers a very wide field. The bulk of the matter is naturally of a purely technical character, but there are also published some stirring tales of "wireless" heroism, and Mr. Alfred Noyes contributes, under the title of "The Wireless Drama," a thrilling narrative of what has been done at sea by this medium. The book, which runs in all to over a thousand pages, carries about 100 pages of advertisements. It is a standard work on wireless telegraphy.

"The Royal Automobile Club Year Book, 1917." Published by the Royal Automobile Club. 5s. net.

Messrs. Ed. J. Burrow & Co., Cheltenham and London, have issued the 1917 edition of this book, and have been able to secure for it a mass of advertisements which testifies to

the importance of the motor industry even in war time, and to the energy which Messrs. Burrow threw into their task. The guide is a very valuable compilation to all engaged in or connected with motoring.

### The Financial News.

SIR E. FLOWER, presiding at the annual meeting of the shareholders of *The Financial News*, said the loss had been reduced during the year. Salaries in suspense, however, had been growing up, and to the staff the shareholders were greatly indebted. The revenue on sales and advertisements had increased. There had, however, been a very extensive advance in the cost of producing the paper, owing to labour and paper supplies. A poll was taken on the directors' proposals for the reconstruction of the company. The first preference shareholders approved the scheme by 80,890 votes to 10,475, and the second preference shareholders by 18,917 to 14,876. In the latter case there was not the requisite majority, and the directors are reconsidering the situation.

---

OFFICIAL War Reports are the same whether read in one newspaper or another. But when it comes to graphic illustrations, descriptive articles and explanatory diagrams, the better class public turns instinctively to

# The Sphere

## WHICH HAS NO RIVALS AMONG WAR PAPERS

ITS new price, 7d., is indicative of the spending power of its readers. They have the money if you have the right kind of article to offer them.

Advertisers should write for further information and rates to the Manager (Advertisement Department), 6 Great New Street, E.C.

---

# ADVERTISING THE BABY WEEK

THE PUBLICITY campaign on behalf of the National Baby Week is being conducted on a modest scale so far as advertising, in the more limited sense of the word, is concerned.

For this fact the promoters of the movement are very grateful to the Press, as the editors have accorded the movement an extremely generous

There are other and better ways of calling for the conservation and continuance of life than by suggesting that the enemy is ever at the door. The idea it is sought to emphasise could, we think, have been expressed in text matter or pictorially with less violence and greater effect. In addition to this poster, Miss Walker Finlay, secretary of the National Institute for the Blind, has written an alphabet which will also probably be used as a poster.

The cinema, too, is being enlisted to help the good cause, a special film having been prepared for the purpose by the Trans-Atlantic Film Co., and this will be shown all over the country. It may not be possible to display it everywhere before the Week begins, but that is not really a drawback, for it is hoped the work now started may be carried on through the future, and therefore the showing of the film after the Week is over will constitute a useful reminder. The cinema should prove an excellent means of propaganda, for the patrons of the picture palaces are recruited from the very classes it is most important to reach.

Another section of the community to whom special appeal is very properly being made is that of the elementary school teachers, whose help will be invaluable. The teachers have been reached by special pamphlets, a form of propaganda which is being largely resorted to, for, as already remarked, literature of varied kinds has been sent to all sorts of societies whose work directly and indirectly is related to child welfare.

An influential press and publications committee has been appointed to make the Baby Week known, the committee including Messrs. Douglas Sladen, Harold Begbie, Hall Caine, Henry Arthur Jones, W. J. Locke, and Joseph Thorpe, with Miss E. S. Stevens as hon. secretary.

Mr. Wareham Smith is at the head of the Exhibitions Department.



MR. SEPTIMUS SCOTT'S POSTER

measure of editorial support—the best publicity of all—and thereby saved the committee the need for a great deal of paid advertising.

The organisers of the Week have relied largely for their publicity, other than that in the editorial columns of the Press, on pamphlets and on the poster designed by Mr. Septimus Scott. Of this we give an illustration. It is certainly a fine drawing, and makes strong appeal, but we doubt the wisdom of introducing the rather gruesome figure of death in this connection.

## IMPORTANT ANNOUNCEMENT

# THE FIELD

*EMPIRE NUMBER*

# THE QUEEN

*SUMMER NUMBER*

THE Proprietors beg to call special attention to the above important Numbers to be published on July 7th. These issues will be elegant and distinctive, the front cover in both instances being beautiful reproductions in three-colour work. The "Field" will contain many articles of particular interest befitting an Empire Number, and the "Queen" will be profusely illustrated with drawings of the current home and Parisian fashions.

Owing to the restrictions on paper imports the charge for the "Field" and "Queen," commencing with the first issue in July, will be reluctantly increased to 1/- each week, but the Proprietors intend to make improvements and additions to compensate for the increased price.

A special linked system for subscription has been arranged, and it is felt confident this will meet the need of subscribers who may find the increased cost a tax on their purse, particulars of which are duly announced in the current issues.

By this means, instead of a decreased circulation, the Proprietors have every reason to believe that the effect will be reversed, and that not only the wealthy classes who have been readers in the past will continue to support the papers, which have become so much to them, but new subscriptions will be received on account of the extra features.

The usual scale of charges will apply, and early instructions for advertisements will be esteemed.

Advertisement Manager.

**"FIELD" & "QUEEN"**

**WINDSOR HOUSE, BREAM'S BUILDINGS,  
LONDON, E.C.4.**

Telephone Nos.: Holborn 218 and 219.

**Y**OUR BOY at the Front  
may not like to *ask*  
you for them—but cigarettes  
are everything to him out  
there. So send him—  
"De Reszke" <sup>The</sup> <sub>Indispensable</sub> Cigarettes



## A CAR CARD CAMPAIGN

Advertising "De Reszke" Cigarettes in Railway Carriages

By BERTRAM C. FISHER

THE EFFECT of the Paper Restriction Order is that advertisers are now experiencing a difficulty in securing outlets for their advertising stories. The size limitation of posters and the severe restriction of all circulars addressed to the general public have all but closed two of the most useful channels of commercial publicity.

With regard to the Press the position of advertising is not so acute, but advertisers are experiencing considerable difficulty in obtaining a series of insertions on dates to fit in with the pre-arranged scheme. Suitable positions are again a matter on which difficulty arises, owing, of course, to the smaller size papers now being published.

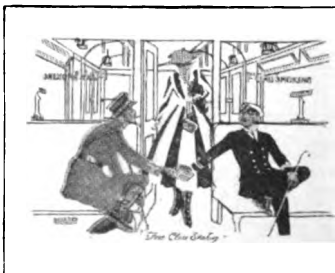
As a consequence, many advertisers have been led to operate in media unfamiliar to them. Advertising by means of cards in railway carriages is among the more important of these. Certain national advertisers have for long taken advantage of this form of publicity, which calls for a very moderate

outlay, while the "circulation" runs into hundreds of millions: and it would appear that their example is now likely to be followed by many more. The manufacturers of "De Reszke" cigarettes are among the latest recruits.

Railway carriage advertising does not call for the use of large quantities of paper. It has certain marked advantages over the poster. An advertiser can get all the poster value by making his advertisement pictorially attractive. The space at his disposal is quite large enough, as will be seen from the illustrations reproduced, to get a very striking and attractive picture. At the same time he can deliver a message which, if it appeared on the poster in conjunction with the picture, would have little or no value.

My observation has shown that advertisers who have so far used this form of publicity have, with very few exceptions, scarcely taken advantage of the opportunities at their disposal, *Punch* being practically the only general

**T**IRESOME indeed the  
railway journey to him  
who has not the comforting  
companionship of a box of  
"De Reszke" <sup>The</sup> <sub>Indispensable</sub> Cigarettes







THE organisation founded on the principle  
that no art—artistic or literary—is too  
good for the service of British commerce

# **CARLTON STUDIO and CARLTON AUXILIARY.**

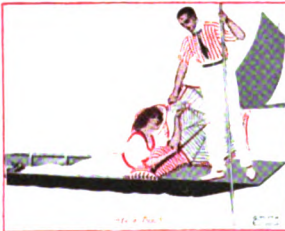
CARLTON HOUSE, GREAT QUEEN STREET,  
KINGSWAY, LONDON, W.C.



### "De Reszke" <sup>The American</sup> Cigarettes

THEIR charm is in their blend of flavour with mildness. You can smoke them all day without a trace of throatiness.

IN "De Reszke" Cigarettes there is but one quality—the best. They are first favourite with good judges everywhere. Why not try "De Reszke" <sup>The American</sup> Cigarettes



### "De Reszke" <sup>The American</sup> Cigarettes

MADE by Connoisseurs for Connoisseurs—they have become famous through their quality. They are now "SOLD EVERYWHERE"

IF you like cigarettes of quality try a box of "De Reszkes." No words of ours could convince you so surely of their supremacy.

"De Reszke" <sup>The American</sup> Cigarettes



### "De Reszke" <sup>The American</sup> Cigarettes

YOU can buy a cheaper "Virginia"—but not a better. The luxurious quality of the "De Reszke" American satisfies all smokers.

#### A GROUP OF "DE RESZKE" ANNOUNCEMENTS

Showing how the advertisers have contrived to combine the virtues of Press and poster displays in their railway car announcements.

# SILK.

The production of silk yarns is only one of many and varied important industries carried on at Brighthouse—the

# WORLD'S CENTRE

for silk spinning—where thousands of highly skilled workpeople are employed.

# The BRIGHOUSE ECHO

**is the only medium by which  
you can effectively reach the  
people who are employed in  
this and other industries in  
such a flourishing district.**

# THE TABLET

*A Weekly Newspaper and Review*

BUM VOBIS GRATULAMUR, ANIMOS ETIAM AD MAIUS VESTRIS CONSTANTER MANEATIS.

Vol. 128, No. 3, 1998

"THE  
TABLET" DOES  
NOT OVERLAP. AS  
THE OFFICIAL ORGAN  
OF THE CATHOLIC  
CHURCH IN ENGLAND  
IT GETS INTO ALL THE  
IMPORTANT INSTITU-  
TIONS, CONVENTS AND  
SCHOOLS. IT ALSO  
REACHES EVERY CATHOLIC  
FAMILY WHO CAN AFFORD  
TO SUBSCRIBE 24/- FOR IT

*Why not win the Catholic custom?*

# THE TABLET

19 HENRIETTA ST.  
LONDON · W.C. 2

Gerrard  
2129

**Business Article,**

## ***"The Gentlewoman"***

***A more attractive journal.***

IN its remodelled form the new *Gentlewoman* is a vast improvement on its predecessors, and it can be safely said that the changed shape of the journal has achieved two good things.

For some years past there has been a tendency on the part of publishers towards smaller newspapers and journals, and there has been a very pronounced liking for this movement on the part of the general public. All readers to-day are in favour and like very much better the small sized publications. *The Gentlewoman* is of a size which must appeal to all its readers, and its shapeliness and handy form must in future give it a far better opportunity of commending itself to new readers than the old large size journal. Its new shape and size are perhaps more handy and likeable than anything that has yet been published. It is slightly larger than the monthly magazines and not quite so large as *The Bystander*. The proprietors say that "it is *The Gentlewoman* in its new form during the war." BUT THEY NEED HAVE NO FEAR OF THE ULTIMATE SUCCESS OF THEIR JOURNAL IN ITS NEW SHAPE.

It is certain that amongst the many clients of the journal the advertisers who have long supported it will welcome the change. For while previously advertisers would take half a page they can now take a whole page, and their announcements will be much more attractive and impressive. The little extra cost that will be involved by an advertiser in taking a page instead of half of the old sized page will amply compensate him. Incidentally this publication contains announcements of all the leading advertisers whose business appeals to the gentlewoman, and there is not the least reason why additional space in the journal should not be let on account of its additional attractiveness.

The proprietors of *The Gentlewoman* have taken the right step. It is not every owner of a publication who can at the one stroke economise in paper and improve his journal, but this the proprietors of *The Gentlewoman* have succeeded in doing—and doing very successfully.

Reprinted with permission from "The Circulation Manager."



national advertiser who "changes his copy." Just to have one advertisement running in each of the carriages of a train is not good enough. I think the copy should be changed frequently or else—what I suggest is a better method—is that which has been followed in the preparation of the series of "De Reszke" cards—measuring, by the way, 22 inches by 8 inches—which are now appearing in the carriages of the Caledonian and North British Railways.

In this instance, thirty pieces of copy were prepared, the idea being that a differently worded advertisement should appear in each compartment of the train—a train being figured, as a rule, to be five carriages of six compartments each. This has the advantage that the traveller who is a frequent user of the trains is likely to come in contact with a number of different reasons why he should purchase the article advertised.

A selection from the long series of drawings done by "Rilette" for the "De Reszke" cigarette advertising has been used to illustrate these car cards.

By using these designs, which have in a way become famous, and are marked by a distinctive style inseparable in the public mind from the name of "De Reszke," the car card campaign is linked up with past Press advertising, its strength thus being greatly reinforced.

Railway carriage advertising has a particular usefulness to certain advertisers, in that it can be localised. That is to say, the name of the local agent can be mentioned in the advertisements; whilst surely no one could deny that for firms whose goods can be purchased

on the platforms of railway stations, there could be a more effective or economical form of publicity. Imagine, for instance, when on a journey your eye catches the suggestion that says "Ross's Ginger Ale is—babbly, sparkling, delicious. Its wonderfully refreshing to the tired travellers. You can get one at the next stop." Who wouldn't feel tempted to order the advertised drink when visiting the refreshment bar? The same advantage, of course, applies to all other articles obtainable at railway stations, such as drinks, chocolates, cigarettes, etc., that are sold in refreshment bars, and periodicals, pens, pencils, etc., that are sold at the bookstalls. Then you have, in addition, such things as tonic wines, headache cures for the tired traveller, hotels, holiday resorts. All these have a particular appeal to the traveller as distinct from the advertiser whose appeal is on more general lines.

In speaking, as I have done here, of railway carriage advertising in general, I have in mind the form of carriage which is in use on our national routes. The tubes are a proposition by themselves, and it can be said in their favour that, provided a suitable position is secured, the circulations obtained are enormous. And the publicity has the advantage, where it is an advantage, of being very concentrated. Apart from London, I believe Glasgow is the only city that has an underground system comparable to that of the Inner Circle in London, but where these do not exist local lines admirably assist the advertiser who wishes to concentrate his publicity within a limited area.

## DAILY SKETCH

The fact-condensed pictorial daily newspaper which the business man reads because it gives him just what he wants to know in a crisp terse form, and the people at home enjoy because it provides them with a miscellany of interest—social, domestic and economic.

# From the Idea to the Ideal

---

*Ideas are very much like babies—no one is quite so proud of them as their progenitors.*

In advertising, ideas are the first essential—after that comes development, and in this direction our organisation is unique.

We do all the Advertising Agent ever did except “place.” *That* we don’t do because we believe with the “Advertising World” (see May issue) that “Placing is mere tradesmanship,” and should be wholly disassociated with Service.

But we do more than the Advertising Agent *usually* does because we are not only responsible for the idea, but actually develop it through all its stages.

Our organisation for this purpose includes Idea Men, Copy Writers, Detail Men, and a Designing and Engraving Staff—all strong, original and enthusiastic workers of experience.

May we send you descriptive booklet?

**SIVITER SMITH SERVICE**  
SIVITER HOUSE, BIRMINGHAM  
10 LINCOLNS INN FIELDS, LONDON



The real Service Symbol.

# A REVALUATION OF RAILWAY ADVERTISING

**Some points in the case for a form of advertising which recent events have forced into increased prominence.**

THERE IS nothing else so stimulating to the imagination and so provocative of practical ingenuity as an encounter with difficulties. It is, for instance, the restrictions in the matter of rhyme and rhythm which are laid upon verse writers that largely account for the new illumination so often cast upon commonplace things by the poet.

The many difficulties now placed in the way of the advertiser may therefore prove to be by no means an unmixed evil. They may lead him into profitable paths that but for them he might never have explored.

Advertisers who have secured successful results from one form of advertising are very apt to condemn all others without examination or treat as comparatively useless. Only under the pressure of unusual circumstances can they be induced to consider fairly the possibilities of methods of advertising with which they are unfamiliar.

It may be that the severe restrictions placed upon many other forms of publicity will lead a number of advertisers, hitherto indifferent, to investigate the claims that the railways can put before those in search of profit-yielding media. If so, they will have done something to help, as well as much to hinder, the practice of effective commercial publicity.

## GREAT POTENTIALITIES.

Even those who for a long time past have made extensive use of railway advertising may be persuaded to ask themselves whether, until now, they have ever exploited its potentialities to their full extent; and in that case will probably be forced to the conclusion that they have been making small use of great opportunities.

They have been wont to consider railway advertising as a part of general outdoor publicity, and have not gone on to observe that it has a very special

character of its own. Having convinced themselves that it can offer them excellent facilities for "keeping their names before the public," they have not troubled to enquire whether it can do more.

In point of fact it can do a great deal more, as we shall endeavour to show; and what it can do, while at all times highly important, is of exceptional value in these very exceptional times.

## A THING BY ITSELF.

Let us repeat with all possible emphasis that railway advertising is in every respect a thing by itself. A bill, poster, or sign on a railway station belongs to an entirely different category from a similar advertisement on a street hoarding. Cards and transparencies in railway carriages possess an even more strongly marked individuality; that is to say they are more unlike any other form of advertising.

And the peculiar properties of railway advertising are all of them beneficial to the advertiser. Advertisements on the stations possess all the virtues of advertisements on the hoardings *plus* some that are distinctively their own: advertisements in the cars combine many of the good qualities of poster and Press advertising, and add thereto something that neither of these can claim to possess.

To discover in what the undeniable virtues of railway advertising reside it is only necessary to observe that it is practically unescapable—provided, of course, it is not displayed in some absurdly inaccessible position.

In the streets the best of posters rarely wins more than passing glances from hurrying foot passengers not particularly open to impressions from outside, since they are intent upon reaching their destinations. Those who are immediately concerned with carry-



# RAILWAY ADVERTISING

PROMINENT  
PERMANENT  
PROFITABLE

Good positions are now available  
on STATIONS, in CARS and  
CARRIAGES, BOOKING  
HALLS & WAITING ROOMS  
on the most important lines in  
the British Isles, also on Tubes  
and Railways in London

**A Postcard**

brings you full particulars

**W. H. SMITH & SON**

R.A.D. (B), 54 FETTER LANE, E.C.4

Telephone . . . . . Holborn 3120

ing out some definite purpose are usually in the most unfavourable frame of mind to respond to any suggestion unconnected with it. So in a great measure the appeal of the street poster advertiser must be addressed to those whose eyes are half blind, and whose minds are wholly occupied. This disability, inherent in street publicity, the advertiser sets himself to overcome often with remarkable success; but it is there.

#### A RECEPTIVE MIND.

In railway advertising it does not exist. The railway traveller for the time being resigns the business of getting himself transported from one place to another to the railway company. For the time being he has no responsibility in the matter, and has nothing to do but wait. By taking thought he cannot add an inch an hour to his speed, so he dismisses from his mind its preoccupation with "getting there," until the railway has carried him to the station of his choice, and once more he has to become the active instead of the passive agent in his journeying.

This means that from the time he takes his ticket to the time he gives it up he is mentally receptive in quite an exceptional degree to whatever may chance to meet his wandering and now apprehensive eye. Let us first consider the most important department of railway advertising, that at railway stations, on the platforms, in booking offices and elsewhere.

At the station of departure the traveller may have anything, say, from two to twenty minutes to wait for his train. Unless he happens to carry a newspaper or some other reading matter in which he is particularly interested, there is nothing for him to do but extract such entertainment as may be had from an examination of his surroundings; and of these, after a glance at the book-stall, the advertisements will be the first to attract, both by their individual insistence upon his attention and their infinite variety.

Accordingly, these advertisements receive a leisurely and detailed examination such as they would obtain in no other setting. Station bills, posters,

and signs, if placed in favourable positions, do indeed receive the particular quality of attention that is supposed to be accorded only to Press announcements. A design is examined in all its details, and its every beauty is duly appreciated; a message is read and its contents deliberately considered.

Now, if this is admitted to be true, and it will hardly be denied, the consequences are important enough to demand the most careful study.

In the first place it seems fairly obvious that a small bill on the wall of an ordinary railway station—the great termini are, of course, in a class by themselves—should be able to do the work that can only be performed by a large one on the street hoarding. In practice we think it can do so. Apart from the fact that, for reasons already stated, it cannot fail to secure a great deal of unhurried and particular examination, it will be viewed at close quarters; and a "double-crown" a yard away fills the eye at least as effectively as a sixteen-sheet across the road.

At any time this would be well worth bearing in mind, but it becomes a predominant factor in the poster problem as it presents itself under present-day compulsory size limitation. Since only small bills can be used (unless printed or in hand before the date of the Paper Restriction Order—namely, March 3rd), the railway station as the place where they can be utilised to the best purpose, becomes a medium of decidedly increased value.

#### "REASON WHY" COPY.

Since the best kind of Press advertising space is also severely limited, it should be remembered that advertisements examined at such close quarters and at so much leisure as those on railway stations can be efficient bearers of "reason why" copy, of persuasive and suggestive textual appeals, as well as of mere "reminder" announcements and general publicity. They are probably the only outdoor advertisements capable of being used in this way without an unjustifiable percentage of waste: that is unless advertising in railway cars should be

## WYMAN'S RAILWAY ADVERTISING SERVICE SECURES FOR ADVERTISERS

- (1) Direct access to half the population of England and practically the whole population of Wales, including the great industrial areas of Liverpool, Birmingham, Wolverhampton, Cardiff, Swansea, Newport, Reading, Bristol, Plymouth, &c.
- (2) The presentation of the advertisers' message under such conditions that it cannot be overlooked.
- (3) Constant personal supervision of the management to ensure the best possible display and unremitting endeavours to obtain for advertisers the utmost return.

Let us make a proposition to suit your particular requirements.

Write or Telephone to The Manager, Railway Advertising Dept.  
**WYMAN & SONS, LTD., FETTER LANE, E.C.4.**

Telephone : HOLBORN 6810.

Telegrams : "WYMANADS," LONDON.

considered as properly coming under the "outdoor" heading.

Advertisements in the cars of a busy railway possess certain advantages and disadvantages of their own.

In considering the scope and power of their appeal, it is very necessary to take into account the different sorts of travelling, and of travellers, indicated by the main line train, the "local" and the "Underground"—the last to be understood as including "Tubes."

#### ON MAIN LINES.

It is a fact not to be ignored that railway car advertising on main line trains has not recommended itself very highly to the general advertisers who have made trial of it. The railway companies themselves have used car space extensively in advertising photographically the attractions of various centres of business and holiday activity on their several systems; and, though advertisements of this description cannot be "keyed" and "results" recorded, personal experience, more than commonly extensive, leaves no doubt in the mind of the writer that such advertising has served its turn remarkably well.

If "trade" advertisers have not found main line car advertising satisfactory, it is, perhaps, possible that they have not used the spaces at their disposal to the best advantage; notwithstanding the admitted rivalry in the way of window scenery and reading matter that any and every advertising announcement in the cars must necessarily face.

Those who believe in the efficacy of railway car advertisements will contend that in the intimacy of their

appeal, owing to their close proximity to the people for whom they are intended, and the length of time for which they necessarily remain before the traveller's eyes, they are able to perform practically every function of the Press advertisement; though it will take at least a foot of car space to give an equal effect to an inch of newspaper space, while all details of display will have to be, roughly, proportionately larger. They can also do the work of the poster, and in that case an inch of car space will be at least equal to a foot on the hoarding.

This is only to say that car advertisements are viewed from a greater distance than newspaper announcements, but not so far away as those on street posting stations. "Any fool can see this," some may be quick to say; but none the less a great many wise men seem to overlook it; and we need make no apology in this instance for calling attention to the obvious.

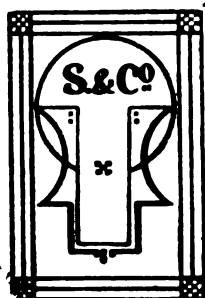
#### ON THE "TUBES."

Advertisements in "Underground" and "Tube" railway cars can only be ignored by those resolute readers who remain for ever immersed in the contents of their newspapers or books. To most passengers they are the very close companions of their journeys, and it is the advertisers' own fault if their familiarity breeds boredom instead of friendliness. If they are pleasant to look at and cheery in tone, they will not lack the appreciation that spells profit to the advertiser.

It will be as well to add that the moderate cost of railway advertising is not the least of its attractions. Let us take as a fair example the cost of a

## THE DAILY DISPATCH

Is distributed over the most fruitful and responsive ground for the advertiser—Lancashire, Yorkshire, Cheshire and North Wales. Its circulation is five or six times larger than that of any other morning newspaper, local or National, in the same area.



# SLAUGHTER & COMPANY

2 ST. ANDREW SQUARE, EDINBURGH

(And at GLASGOW).

Telegraphic Address : "SLAUGHTER, EDINBURGH."

Telephone No. : 1710 CENTRAL.

**PRINCIPAL RAILWAY ADVERTISING  
CONTRACTORS IN SCOTLAND.**

## **SPECIALISTS IN ROADSIDE SITES.**

*A few of our Clients for this form of publicity are :—*

ANGLO-AMERICAN OIL CO., LTD.

DUNLOP MOTOR TYRES.

HALLITE MOTOR JOINTING.

NORTH BRITISH RUBBER CO., LTD.

RALEIGH CYCLES.

SHELL MARKETING CO., LTD., Etc., Etc.

ESTABLISHED 1859.

## **WE can "sign" for you all over the British Isles.**

You do not know how much outdoor advertising can do to "sell the goods" unless you have made a trial of the facilities we can offer.

Our method puts life into the advertiser's appeal, and gives it the "punch" that counts.

Tell us what your proposition is, and we will tell you what we can do to present it to the public most effectively.

You may just as well have our suggestions: we make no charge for offering them.

Don't wait until your competitors have got the start of you. Drop us a line to-day.



The Effective Sign Works, Leeds, E.

7 in. wide by 30½ in. deep panel in an Underground car. The price of such a space is ten shillings a year. Therefore, even if we assume that no more than twenty-five people see it a day for three hundred days, we perceive that it has a "circulation" of at least seven thousand five hundred—surely not a bad ten shillings' worth of publicity. Our estimate of "circulation" is, of course, absurdly low; but it shows how strong a case can be made out for railway advertising even by the most quixotically moderate advocate.

As an example of the low cost of railway station space we may note that at a rate of, roughly, £1 a year a double-crown bill can be displayed; the charge including loan of frame and all reasonable changes. The effective "circulation" it must command at any ordinary station during twelve months is obviously enormous.

Indeed, to talk of railway advertising "circulations" at all is to begin at once to speak in terms of tens and hundreds of millions.

On a space basis, the cost of advertising on station platforms and buildings does indeed present figures extraordinarily attractive in their moderation; especially in view of the "circulation" that, beyond all question, it represents. In all its several sections and sub-sections railway advertising would appear to equal advantage in the matter of value given for money.

There may be some of our readers who have not hitherto been impressed by the possibilities of railway advertising. If so, and if our remarks lead them to investigate the opportunities it presents, we shall have used the space occupied by this article to uncommonly good purpose.

Precisely how the possibilities of railway publicity should be used by the individual advertiser must be determined by the nature of his commodity and the direction of his appeal. They can be used in ways various enough to suit the proposition of almost every advertiser, as will speedily become evident when they are examined with the attention they deserve.

### "The Sunday Times."

The fifth annual general meeting of *The Sunday Times, Ltd.*, was held on May 24th, Mr. W. E. Berry presiding. The Chairman said that in common with other papers they had passed through a trying period in 1916, but had made solid progress both in circulation and in advertisement revenue. Rates for advertisement spaces had been increased, and each week they were obliged to decline orders on account of lack of space. Advertisers reported excellent results from the paper, which had never before stood so high in the favour of the advertising public. The profits earned

were substantially in excess of those for 1915. The report was adopted.

### The National Advertising Society.

THE FIRST election of pensioners in connection with the above society will take place on Wednesday, July 11th. Subscribers since January 1st last up to July 10th will be entitled to vote. Any persons, therefore, who wish to help in securing the election of a pensioner should send in their subscription at once to the hon. treasurer, Mr. G. A. Godley, *The Daily Mirror*. Two pensioners will be elected, and there are four candidates.

## THE EMPIRE

(With which is incorporated "The Empire")

has a national circulation, and its readers are drawn from the most prosperous classes in the rich industrial centres of the United Kingdom. It reaches the homes of those who are influenced by advertisers' announcements.



## "De Reszke" Advertising.

### CLAIM FOR DAMAGES AGAINST AN ARTIST.

A CASE of considerable interest, concerning a drawing for an advertisement of "De Reszke" cigarettes, was heard in the King's Bench Division, before Mr. Justice Low, on May 23rd.

The action was brought by Messrs. J. Millhoff & Co., Ltd., manufacturers of the "De Reszke" Cigarettes, against Miss Angele C. Byrne, an artist, claiming damages for alleged misrepresentation on the part of the defendant in having sold the plaintiffs a design as an original drawing, which they reproduced as an advertisement for their "De Reszke" cigarettes under the title "Fascinating—Very!" The plaintiffs, having purchased the design as an original drawing, spent a considerable sum of money in reproducing it as one of their series of advertisements, and as a show card for their "De Reszke" Cigarettes.

The picture was referred to in the May, 1916, issue of THE ADVERTISING WORLD, which commented very favourably on it as an advertisement, and reproduced it. In the June, 1916, number, however, there appeared a letter in which the suggestion was made that the design owed a great deal to the well-known German poster designer Fritz Rumpf, an illustrated article on whose work had appeared in the issue for January, 1914, of a German periodical entitled *Das Plakat*.

When this letter was brought to their attention, Messrs. Millhoff communicated with the defendant, pointing out that they had purchased the design as her own original work. The defendant contended that the design was original in idea and execution.

Mr. Courtney Terrell, instructed by Messrs. C. Urquhart Fisher & Co., the plaintiffs' solicitors, appeared for the plaintiffs. The defendant did not appear, nor was she represented by Counsel.

Evidence was called in support of the plaintiff's case. The Editor of THE ADVERTISING WORLD, speaking as an expert in these matters, gave it as his opinion that the defendant when making her design had utilised the picture by Fritz Rumpf, reproduced in the June number of his paper, and also stated that in his opinion the man's head in her design must have been derived from another poster by Fritz Rumpf, reproduced in the same issue of *Das Plakat*. This evidence was confirmed by Mr. John Hassall.

The Judge, in summing up, pointed out to the Jury that they had before them the original of the design complained of and had had an opportunity of hearing the experts. It was unfortunate defendant was not there, because she maintained that it was original work, and it certainly would have been interesting to know how it was that she was inspired to so extraordinary and so close a copy of the German work unless she really had it in front of her when she was doing her own work. The plaintiffs were not asking for heavy damages, but were entitled to recover the amount paid to defendant for the drawing "Fascinating—Very!" also certain expenses to which they had been put in consequence of the defendant's misrepresentation.

The jury, after consultation, awarded the plaintiffs £20 damages and costs.



To

## Alexander G. Bell

whose genius and untiring energy conferred on the world one of its greatest blessings (though sometimes we may describe it otherwise),

## THE PASSING SHOW

*gives thanks.*

The hundreds of times every week that "The Passing Show," telephone number (Gerrard 9870) is called shows how indispensable a part Bell's invention plays in the business life of a successful publication.

*Paper restrictions have necessitated what amounts almost to a rationing of the available advertisement space in "The Passing Show," and during the last few weeks the telephone has helped considerably in arranging matters to the satisfaction of agents, advertisers, and ourselves.*

Philip Emanuel  
Advertisement Manager  
**ODHAMS LIMITED**  
**85-94, LONG ACRE**  
**LONDON, W.C. 2.**

*New Telephone No. Gerrard 9870 (seven lines).*

## IN THE PROVINCES



### What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

#### Ayr.

The Town Council have been considering the question of the advertising on the trams, the subject having been brought before them in a letter from Mr. E. W. Slaughter, the advertising contractor, who proposed that as from October 1st last a new lease be entered into at half the present rent, until three months after the declaration of peace, and thereafter that the present terms be continued for five years, the rent to be paid quarterly in advance instead of half-yearly in advance as at present. The existing contract, which was for five years, expires on October 1st, 1918. The matter was referred to the Tramways Committee for consideration and report.

#### Birmingham.

The Birmingham Chamber of Commerce have moved into their new quarters, formerly the "Colonnade Hotel," in New Street. The premises, which are large and commodious, occupy a prominent position not far from the General Post Office, which after the war will become a most important centre for the advancement of the trade of Birmingham. We believe that part of this large scheme is the establishment of an annual fair on the lines of the famous "Leipzig Trade Fair," and it is hoped that Birmingham will then become an international centre on British soil, and render it unnecessary for buyers to travel abroad for goods.

Advertising lately has kept up its steady increase. The furnishing firms have been in evidence, whilst the spring and summer fashions have brought out the drapery concerns as big seekers after publicity.

New comers in the field are Messrs. Bliss with their mail-order scheme for hats and men's requirements, and the Co-operative Society with new rates for bread deliveries.

Davenport's "C.B." Brewery are still occupying large spaces to announce their delivery and rationing schemes, and with this they are running an educational propaganda on the merits and food contents of beer, in opposition to the criticism of the "Strength of Britain" advertising.

A comparison of the two principal morning papers shows very markedly that advertisers have strong leanings to a particular paper and tend to confine themselves to that one paper. This is shown by the appended list of the display advertisements in the two papers in question:

"GAZETTE." *Chemists.*—Boots. *Furniture.*—Cook, Smart. *Drapery.*—Rackham, Lewis,

Newberry, Louvre. *Men's Wear.*—Bliss. *Beer.*—Davenport. *Organs.*—Crane.

"DAILY POST." *Drapery.*—Wilton, Newberry (once), Lewis (once), Stanley. *Motors.*—Wells & Mayner, Garner. *Office Furniture.*—Kenrick & Jefferson. *Pianos.*—Priestley. *Furniture.*—Chamberlain, King & Jones.

Messrs. Boots have occupied large spaces all the month in advertising their specialities for soldiers' comforts, and also in drawing attention to the large number of men who have enrolled in the Army or Navy.

The prohibition of circulars and booklets is proving very harmful to several schemes which were conceived before the allotted date.

One in particular, the "Multiple Garden Food," has placed posters, newspaper and window shows very prominently before the public, but several instances have occurred to the writer's knowledge in which a booklet or circular would have brought sales, but the lack of compelling argument, very necessary in selling manures or spraying materials, has resulted in loss of interest.

#### Dublin.

Dublin advertising men had much to say as to the "form of tender" and the conditions governing the three years' contract between the Controller of H.M. Stationery Office and the prospective official advertising agent. In so far as this country is concerned, the appointment marks the first attempt to decentralise the general volume of official Press advertising which hitherto radiated from London regardless of territorial allocations or other special considerations. Messrs. Kenny's Advertising Agency secured the appointment. It is understood that War Office and Admiralty announcements will constitute the bulk of the Press advertisements which will pass through the hands of Messrs. Kenny at this stage of the contract.

To the surprise of those in touch with the quick changes in British newspaper prices and advertisement rates in recent months, the leading daily journals of Ireland retained their old publishing prices and influential provincial journals continued to book advertisement space to all comers at "pay-as-you-please" rates. But as from the first of this month the three Dublin evening newspapers—*The Evening Telegraph*, *The Evening Mail*, and *The Evening Herald*—were raised in price from one halfpenny to one penny, whilst the weekly newspapers emanating from their offices were increased from one penny to three-halfpence. It will be interesting to watch the effect of the greater price on sales.



THE BRITISH ELECTRICAL  
FEDERATION LTD.

## Consider the Power of Your Pound AND The Might of Our Millions.

**T**RAM AND BUS ADVERTISING, no matter from which aspect you regard it, is a medium of continuous and consistent influence. Consider the following figures. To live Advertisers they should suggest possibilities.

### 404,000,000 Passengers Annually

Think of the vast number of passers-by who also see Tram and Bus Advertisements. It affords the supplementary force which will make your restricted Press campaign completely successful.

J. PEACE,  
ADVERTISEMENT MANAGER,

The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C.2

# FISHBURNERS

## TEXTILE ADVERTISING SPECIALISTS

10 - Piccadilly  
MANCHESTER

Textile Manufacturers—selling through the Wholesale—  
will find in our **British Textile Syndicate Service**  
the missing link    ::    ::    Particulars on application

The projected reconstruction in the scale rates for advertisements in Irish provincial newspapers, chronicled in my April notes, were under final review at the second conference of newspaper owners held in Dublin on June 11th, and a prime mover in this progressive business development was Mr. T. J. W. Kenny, the Managing-Editor of *The Connacht Tribune* (Galway), and Secretary of the newly-founded Irish Provincial Newspaper Owners' Association. Consternation has been aroused in divers circles in Ireland where clerks and other "inside" staff men had been in enjoyment of liberal commissions from country journals in consideration of their "placing" legal and other advertisements in such publications. The announcement of their non-recognition in future as "advertising agents" has caused some uneasiness, but the newspapers and the advertising profession generally will undoubtedly gain prestige and profit by the elimination of space-broking of this character.

A new advertiser in the Dublin evening Press is the Industrial Co-operative Society (Dublin), Ltd., a firm with several city branches. The Society is at present running a series of 4-inch double-column advertisements in the

three evening journals, and a distinctive name-block is a feature of the series. The work is being prepared and placed by Messrs. McConnell's Advertising Service, Dublin. The same agency is responsible for Messrs. Price's Stores advertising series now appearing in *The Irish Times*.

I have already directed attention to some examples of "map" and "calendar" advertisements which have been featured in *The Freeman's Journal*. The paper carried a further specimen of this mode of publicity last month, to the order of Messrs. Alex. Findlater & Co., Ltd., wine and provision stores in Dublin. In this case a particularly fine full-page map of the Western front was utilised. Display lines of full-page width were printed across the top, and it was decidedly an advertisement "for further reference."

The enterprise of Mr. W. E. Magill, advertisement manager of *The Freeman's Journal* group, is being exhibited in the fine series of "Holiday Guide" composite pages now running in the Saturday issues of *The Freeman's Journal*. The opening display appeared on June 2nd, and I understand the scheme will be continued till the end of August.

### Presentation to Mr. G. Wetton

AT THE Aldwych Club on May 24th the members of the Association of Advertisement Managers of the London and Provincial Press at their weekly luncheon presented to Mr. George Wetton a silver salver bearing the following inscription: "Presented to George Wetton, Esq., by the Members of the Association of Advertisement Managers of the London and Provincial Press, in token of their appreciation of his ten years' Presidency."

Every member associated himself with the testimonial, and all present expressed, in cordial and eulogistic terms, their personal appreciation of the fine qualities of Mr. George Wetton and of the services he had rendered to the advertising profession in general, and the association in particular.

Mr. Wetton was deeply moved by the ring of sincerity which characterised the whole of the speeches, and in his quiet modest way expressed his thanks to the members, and

hoped that they would extend to his successor in the presidential chair (Mr. Edwin T. Nind) the sympathy and support which had been such a help to him during his ten years of office.

From a Board of Trade return (Accounts relating to the trade and commerce of certain foreign countries and British Possessions) we learn that Japan is rapidly developing a large paper export business. The figures given show that the value of Japanese exports of paper during the first two months of this year totalled 2,391,000 yen, which, with one yen at 2s. 1½d., represents nearly a quarter of a million sterling. The figures for the corresponding periods of 1916 and 1915 were 1,405,000 yen (approximately £145,000) and 702,000 yen (approximately £75,000) respectively.

Rifleman F. L. Smale, formerly in the advertising department of Messrs. C. A. Vandervell, writes us that he is in France now with the B.E.F., well and happy.

## THE SUNDAY CHRONICLE

is the Sunday newspaper for the leisure hours of the thoughtful sections of the upper and middle classes. Its distinctive character and literary tone render it a valuable medium for advertisers.



# Another New Client!

**C.** During recent months we have announced the acquisition of a number of new accounts, won on the merit of carefully conceived Sales Plans, and compelling Copy.

**C.** We are now able to state that yet another Manufacturing Firm of long-standing reputation has found in Pool's Personal Service a means to more effective advertising.

**C.** *Send us cuttings representative of your present advertising, and we will gladly give them careful, critical thought with a view to advising you how, in our opinion, your advertisements may be simplified—strengthened—made more attractive, interesting, and convincing.*

## Charles Pool & Co., Ltd.,

THE PERSONAL SERVICE AGENCY WITH OVER 50 YEARS' EXPERIENCE.

90-94, FLEET STREET, LONDON, E.C.4.

'Phones: HOLBORN 2210, 2211

Telegrams: "ADVEXERO, LONDON"

### Live Advertising

WE HOPE advertising men have duly noted the strong series of advertising talks which have appeared during the past two years or so in the columns of *Aeronautics*, that very live and well conducted paper. These "talks," as we think we may best describe them, do not make any narrow appeal to business men engaged only in this special and fast growing industry. They concern the whole body of advertisers and advertising men. This was, for instance, notably the case with the appeal addressed to controllers of firms engaged on war-time work, showing them what a mistake it was to think they could afford to discontinue advertising because for the present they were unable to undertake more work.

These little articles, set attractively to fill spaces of about 3½ inches wide by 4½ high, are the work of the advertisement manager, and we offer to him our heartiest congratulations on the terseness and cogency of his appeals. He is certainly an excellent copy writer and knows how to state a case forcibly and to the point. To have been able to maintain a high standard of excellence for these appeals week by week for over two years speaks well for the fertility of his inventive faculties, seeing that the articles vary considerably in style and character and yet have to state the same theme—that is to say, the importance of advertising in general and of making use of the pages of *Aeronautics* in particular. There is about them a blend of philosophy and of sound argument which is very convincing.

### The Field and The Queen.

THE PROPRIETORS of *The Field* and *The Queen* having been obliged, owing to paper shortage, to increase the price to one shilling, have adopted a scheme of linked subscription, whereby the same copy can reach two readers every week, thus enabling the individual subscriber still to receive his paper at the old price.

The wrapper in which the copy is sent to the subscriber will have on it two addresses, one that of the person to whom the paper goes first, the second that of the person to whom the original recipient will forward it. But in order that there may be no favouritism, the paper will not always be sent first to the same subscriber, each of the pair will in turn have the copy first. The double wrapper will have the necessary stamps, for which the proprietors will pay, and there will be no trouble in either addressing or gumming the paper.

The proprietors also announce that from any reader who regularly takes in both *The Field* and *The Queen*, a double subscription will be accepted with a discount of 25 per cent.

Subscribers to these papers will, we are sure, appreciate the concession which will enable them to continue enjoyment of publications they value so highly. Loth as readers would have been to drop trusty friends to which they had become attached through many years, they might have felt compelled to do so had not this offer of linked subscription been presented to them.

# The A.W. Professional Bureau

## The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes:—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters:

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone: HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

### SITUATIONS WANTED.

#### Advertising & Sales Promotion (B. 27)

Highly qualified to handle the advertising and selling organisation of a big business. Expert in mail-order work. Good general knowledge of food products, toilet specialities, drugs, domestic goods. Age 36. Salary £500.

#### Copywriter (B. 34)

Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

#### Part time (B. 25)

Experienced copywriter requires work that will not occupy the whole of his time.

#### Young Lady

of long and varied experience, requires position as Private Secretary. Salary required, £175-£200 per annum. Full particulars from Bureau Manager. Box "Secretary."

### SITUATIONS VACANT.

#### Advertising Copywriter

Experienced Copywriter, either sex, wanted for Advertising Department of leading store. Permanency, and excellent prospects for right applicant. Write fully to Box "Stores."

#### Artist Wanted

Wanted by an important agency, a good artist, good at "roughs" and ideas, finished drawings not required. Box "Roughs," c/o THE ADVERTISING WORLD.

#### Specialist in Motor Advertising (B. 33)

A really high-grade copy man and journalist, with invaluable experience in motor advertising, is open to accept position as advertising manager to large motor or engineering firm. Fully qualified engineer. C.E.M.E., B.Sc. Well known in advertising and editorial circles. Age 49. Salary £500.

#### Art Director

and originator of ideas for posters, show-cards, booklets, etc., and also original layouts for Press advertising, will shortly be disengaged, and will be pleased to hear from any organisation desirous of using the services of such a man. Box "Art," ADVERTISING WORLD Office.

#### Advertisement and Sales Manager (B. 35)

Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

#### Advertising Assistant (B. 30)

A travelled business man, with good theoretical knowledge of advertising, would accept low commencing salary in order to obtain practical experience. Ineligible for Military Service. Excellent credentials.

#### Printing Specialist (B. 24)

Knows the art of printing, both theoretical and practical, from A to Z. Is a good salesman, organiser, manager, and has also had many years' experience of all branches of advertising. Age 34. Salary, £250.



## QUALIFIED BY EXPERIENCE AND ABILITY FOR A HIGH POST

A THOROUGH KNOWLEDGE of Printing, Engraving, Organization, Costing, Estimating, Salesmanship, Correspondence, Book-keeping, and sound business methods has enabled advertiser to hold for many years, with distinct success, a very responsible position. He desires a change and is prepared to consider offers from well-established Printers.

THIRTY CONSECUTIVE YEARS  
IN THE PRINTING TRADE.

Write to "D. R." Advertising World.

## BADGES

**SATIN FLAGS & SOUVENIRS**  
**NOVELTIES FOR FLAG DAYS**

MAKERS TO THE LARGEST  
LONDON COMMITTEES

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

**THOS. FATTORINI**

Badge Manufacturer, BOLTON

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

**Indian & Colonial Advertising** Expert Advice from Personal knowledge of Markets and 60 years' experience.

WRITE FOR PARTICULARS.  
D. J. KEYMER & CO.  
8 WHITEFRIARS STREET, LONDON.  
Telephone No.: 5310 Holborn.

**KV**  
ADVERTISING COUNSEL

We can open up for you the Great Market of

## "GERMAN-FREE" RUSSIA

at a minimum cost with maximum  
results by means of our

**Efficient & Economical**  
**Advertising Service.**

**The RUSSIAN**  
**ADVERTISING AGENCY Ltd.**  
**359 STRAND, LONDON**  
Tel. Gerrard 2357.

## Let us tell you about the Permo process

or, better still, send us specimens of your advertising display matter. We will permonize them and return them to you *free of cost*. You will then see for yourself that Permonized showcards, note cases, perpetual calendars, poster stamps *look better* and, what's more, Permonizing *cuts the cost*.

Write to-day for our  
suggestions for saving

**THE PERMO COMPANY**

London Road  
Beddington Corner

**MITCHAM, SURREY**

Telephone - Mitcham, 832

Monthly

6d.

600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

**General Offices: Hampden House, 3 Kingsway, London, W.C.**

THE

**6 LONDON TIME-TABLE 6**

AND RED RAIL GUIDE (ABC)

**FITS THE POCKET IN SIZE AND PRICE**

Monthly

6d.

600 pages

Special Features:—Steamship Guide, Buyers' Guide, Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

## The A.W. Information Bureau

**This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.**

### Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

### SOME OF THE ENQUIRIES RECEIVED THIS MONTH

"Will you inform us if any agency in London can give information about *The Anaconda Standard* of Montana, U.S.A. ? We cannot find this paper mentioned in any newspaper lists. We wish to place a 4-inch double column in the principal paper of that district, and want rates."

"The name of a good trade photographer required to take about fifty photographs."

The advertising manager of one of the largest firms in the textile industry asked us to recommend an artist who could do work of a similar character to an advertisement which had strongly appealed to his directorate. Could we give him the name of the artist, and in what publication the advertisement had appeared ?

An inquiry from a manufacturing firm for a list of media for advertising flags for flag days in London, and also the best media for advertising enamel badges for members of Trade Unions.

An inquiry from an advertisement manager who felt the necessity of knowing more about copywriting so that he might be able to put up schemes and advertisement copy to his advertisers, and was there any publication which would help him to do this ?

Could we definitely state whether a delivery van was part of the business premises, as if that were so, such vans could be used for carrying their posters in spite of the Paper Restrictions Order, as it applied to retailers' posters.

"Would a reprint from THE ADVERTISING WORLD be allowable as propaganda matter, and not be an infringement of the Paper Restrictions Order ?"

An inquiry as to the use of posters by insurance companies, with a list of such companies, if possible, who use this form of publicity.

The name of the publishers of "Government Contracts."

"Is there a specially ruled book for use in the Advertisement Department which would simplify the matter of keeping a record of advertisement contracts ?"

The publicity manager of one of the largest theatrical combines inquired if it was possible at the present time to obtain cheap advertising novelties in large quantities. Anything in the way of postcards, cut-out cardboard, puzzles, or useful articles to be given away by the managers to the patrons of the theatre. They must have space for a small advertisement.

A provincial subscriber wanted the name of the best agent for placing small advertisements in a series of newspapers.

"Can you give me the name of a firm from whom I could obtain good stock blocks for jewellery advertising ?"

METROPOLITAN ELECTRIC TRAMWAYS  
LONDON UNITED TRAMWAYS  
SOUTH METROPOLITAN ELECTRIC  
TRAMWAYS

For advertisement rates on the above Tramways apply to—

THE ADVERTISING MANAGER,  
LONDON GENERAL OMNIBUS CO. LTD.,  
ELECTRIC RAILWAY HOUSE,  
BROADWAY, WESTMINSTER,  
LONDON, S.W.1

WE HAVE NO VACANT SPACES  
ON THE BUSES

## NOTES ON MEDIA

MR. ROY SOMERVILLE is again prosecuting his very effective campaign in favour of vigorous advertising through the summer months in the columns of that paper. He certainly presents a very strong case for so

"PUNCH"

doing. With appropriate illustration of Mr. Punch bringing together two chains Mr. Somerville says: "Let *Punch* link up your Spring and Autumn advertising," and then in another leaflet thus tersely states his argument: "Broadcast Summer advertising may not be advisable, but there is a strong case for concentration in *Punch*. At a single cost you keep in touch with all the best readers of all the best papers, for they are all *Punch* readers too. Besides the share you get of Summer trade there is the big advantage of beginning Autumn with a flying start well up the hill, instead of finding yourself near the bottom with practically no momentum." In another leaflet Mr. Somerville concisely shows the advantages which will be reaped after the war by those advertisers who, though unable now for various reasons to supply goods, steadily keep their names before the public. Then he adds—"These Advertisers have foresight. Are you one of them?"

SOME well-designed promotion matter has lately been put out on behalf of *The Graphic*, and, with so good a case to present to advertisers as this popular paper can offer, it is but natural that the

"THE GRAPHIC"

arguments should be convincing. One of these specimens of promotion matter takes the form of a booklet printed in two colours on ripple finished paper. Because it presents the case for *The Graphic* so admirably, we make one or two quotations: "Each copy of *The Graphic* is a welcome guest in the homes and clubs of just those people who can afford, and do afford, to buy the high-class goods that are advertised in its pages. We want you to think of *The Graphic* as a vast and ever-growing army of separate salesmen, marching out to sell your goods—marching into the most select clubs—into practically every country house and hotel of the homeland, and finding its way to the very front line of trenches. It is an army that marches on to Canada, Africa, Australia, India, and to the far corners of the mighty British Empire."

WE learn with pleasure, but not with surprise, that the reduction in the size of *The Gentlewoman* pages has proved very popular. The paper in its new form, with pages measuring eight inches wide by 10½ inches high, presents a very neat and attractive appearance and the proprietors

"THE GENTLEWOMAN"

claim for it that the reduction in size adds materially to the ease and convenience with which the paper can be handled. Whether the change is to be permanent or not it is too early yet to say, for the official announcement is that *The Gentlewoman* now appears "in its new form during the war." We think, however, that the change in size will prove so popular that it will be maintained even after peace has been restored. All the familiar features have been retained and the type and width of columns remain as before. So, too, do the headings. The first issue in the new form was an 80-page paper, so it will be seen that what advertisers and readers lack in the size of the pages they gain in the number of them. The advertising rates have been revised, and the charge is now £16 a page instead of £24 as heretofore.

*The Kinematograph and Lantern Weekly* celebrated its tenth birthday recently and to mark

"THE KINEMATOGRAPH WEEKLY"

the event a bumper birthday number was issued. There was no suggestion of paper famine about this production, for it ran to 280 pages, of which no less than 220 were advertisements, a record achievement. The special features included birthday good wishes from cinema celebrities, portraits of the editorial and business staff of the paper, and an article by Mr. E. T. Heron, the founder and former proprietor, on the starting of "The Kine," as it is familiarly called. This issue is a monument to the standing of the publication in the trade and to the energy of its advertisement staff.

*The Northern Echo* recently published an Economy Page partly devoted to advertise-

"THE NORTHERN ECHO"

ments relating to economies that might be effected by judicious purchases, and the letterpress referred to the importance of exercising thrift.

*The Picture-Play Magazine* must make strong appeal to lovers of "The Movies," for it is

"THE PICTURE-PLAY MAGAZINE"

full of all sorts of attractive matter that interests them—portraits of cinema stars, news from filmland, and stories and those "personal pars" about the players which are so absorbing to hero and heroine worshippers. In the June issue an article describes the wonderful dresses worn by the popular actors and actresses, and then of course some celebrities have reluctantly (?) submitted to be interviewed, and derived much useful advertisement therefrom. Illustrations are abundantly used. For a wide class of goods *The Picture-Play Magazine* constitutes an excellent advertising medium.

## THE "ADVERTISING WORLD" LAW REPORTS

### New Anzac-on-Sea—Fresh Trial Ordered.

THE COURT of Appeal, consisting of Lords Justices Swinfen Eady and Scrutton and Mr. Justice Bray, on May 24th delivered judgment on the defendants' appeal in the case of *Neville v. London Express Newspaper, Ltd.*

Mr. Neville had obtained a verdict and judgment for £300 and costs upon the issue as to the New Anzac-on-Sea libel and upon the issue as to maintenance the Lord Chief Justice held that Mr. Neville upon the findings of the jury was entitled to be indemnified by the defendants for his costs in the actions brought against him in the Chancery Division.

Lord Justice Swinfen Eady said the verdict and judgment must be set aside and a new trial ordered. In the circumstances the verdict awarding the plaintiff £300 damages could not, upon the admitted facts, be supported. Upon

the issue as to libel the verdict was one which no jury could reasonably come to, and the verdict and judgment for £300 damages must be set aside and a new trial ordered.

Upon the issue for "maintaining," the proceedings in the Chancery Division were successful, and the plaintiffs in those two actions obtained judgment against Mr. Neville for the recovery of the £3 3s. they had paid for the conveyance of their plots, and a declaration that they had been induced by fraud to part with their money. His lordship was of opinion that the verdict of the jury upon the issue was perverse, and could not be supported. He thought, therefore, that the verdict on the maintenance question must be set aside and a new trial ordered upon that issue also.

Lord Justice Scrutton and Mr. Justice Bray agreed.

### Value of Billposting Sites.

A CASE of much interest to advertising contractors and billposters came before the Sheriff's Court at Perth at the close of last month when Messrs. Slaughter and Co., advertising contractors, Edinburgh, sued Messrs. James Young and Son, printers and billposters, Perth, in connection with rents which Messrs. Slaughter and Co. allege were due by Messrs. Young in January for certain advertising sites on the North British Railway property. Messrs. Slaughter and Co. lease these sites from the railway company and sublet them to billposters.

Representing the Scottish Billposters' Association and appearing for Messrs. Young, Mr. Ferguson Reekie, S.S.C., Edinburgh, said this was an important case to the billposting industry in Scotland, which had suffered considerably since the outbreak of war, and more particularly since the restrictions on paper had come into force, resulting in the prohibition of large posters. The result, in short, was that the use for, and therefore the value of, the sites and hoardings had been taken away. The English railway companies, recognising the situation, had conceded very large reductions to the lessees of their sites, and these lessees in turn passed on the concession to the billposters. Mr. Reekie

averred that such concession, on the representation of the Billposters' Association, had been granted by the North British Railway Company to their lessees, and that it had been undertaken to pass on the concession to Messrs. Young. He sought that Messrs. Slaughter should be made to disclose the nature of the rebate which, he alleged, was allowed, and pass on an abatement to Messrs. Young relative to the railway company's concession.

For pursuers Mr. A. C. Campbell, solicitor, Perth, maintained that the hoardings were the property of Messrs. Young, who paid rent to Messrs. Slaughter for the site, which might not be for the erection of hoardings for the display of advertisements. He averred that the abatement between pursuers and the railway company had not been founded, and argued that if a man wishing to boom his goods took an advertising site for say, £10, and after a time found that the result was not what he expected, he could not legally come and say he would not pay the £10.

Sheriff Sym said the case presented some nice points, and he made adjournment to consider whether or not he would send the case to the Ordinary Roll.

## IDEAS

The great home weekly with a National circulation induces its readers to think, talk, and write about its advertisers. Keyed announcements bring shoals of replies. Proof will be given to any advertiser interested in novel publicity.

46 SHOE LANE, E.C. 4.

Withy Grove, Manchester.

## ITEMS OF INTEREST

We learn with sincere regret that Lieut. Peer, formerly of *The Review of Reviews* and *The Passing Show*, has been reported missing, presumably killed. A pleasant and genial young fellow, Lieut. Peer was very popular in advertising circles. We hope that news may be received of his safety.

Mr. J. Cumming Forbes, whose portrait we give, is, as briefly mentioned in our last issue, now filling a responsible post in the Ministry of Munitions. Mr. Forbes has for many years been closely associated with advertising, although his duties now are not in any way connected with publicity. He has had a



MR. J. CUMMING FORBES

varied experience on both sides of the Border and has been connected with such well-known houses as Messrs. T. B. Browne (Glasgow), Messrs. S. H. Benson, Messrs. George Newnes and the Facsimile Letterpress Co. He has been a member of the Publicity Club of London from its formation, and served on the committee, having also for some time acted as the chairman of the Press Committee of the club. Mr. Forbes joined the Army in September, 1914, and was invalided out late in the following year, afterwards doing other war work before obtaining his appointment at the Ministry of Munitions. He is the son of Bailie Andrew Forbes, J.P., of the *Glasgow Daily Record and Mail* and other papers.

Mr. C. E. Clinkard, who has been in charge of the copy department of the Mitchell Agency, and also editor of *The Newspaper Press Directory*, has taken up a position on the Headquarters staff of the British Red Cross Society at Boulogne, and left for France at the close of last month.

All newspaper and advertising men offer their deep sympathy to Mr. Lincoln Springfield, editor of *London Opinion*, on the death in action of his second son. Only in our last issue we chronicled the demise of Second Lieut. Arthur Lincoln Springfield, of the Somerset Light Infantry; since then the death has been announced of Mr. Roland William Springfield, of the H.A.C.

Miss E. C. Mayer has been elected Press secretary to the Association of Advertising Women for the ensuing year. Her address is c/o Messrs. S. C. Johnson & Son, 244, High Holborn, W.C.1.

Cadet Eugen Brunning, son of Mr. Charles Brunning, of Messrs. Lewis's, is now serving in the Navy. He was, until recently, assistant advertising manager to Messrs. Bees, Ltd., of Liverpool. He has been learning the advertising business for the past two years, but his ambition is now to do three things:—To command a crack Atlantic liner, to sail his own yacht, and to own a newspaper. Men who know his character and the quality of his work, say that if he escapes the Hun submarines he should fulfil at least two of his ambitions. His father tells him "to build his hopes high—then stand from under."

Mr. Stanley Talbot's many friends will be interested to learn that, according to latest advices, he is in good health and spirits and is serving his country at Roman in Roumania as a member of the British Red Cross there. When he wrote, Mr. Talbot was assisting in the organisation of a base hospital. The Queen of Roumania paid a visit to the hospital one day and Mr. Talbot had the honour of being presented to Her Majesty, who afterwards sent him her signed photograph. The Red Cross unit of which Mr. Talbot is a member consists of about thirteen persons, including doctors and nurses. Touching on business matters Mr. Talbot says: "The opportunities for trade with Russia will certainly be considerable when war is over, and I am quite sure our friend Mr. Beable will do great things as a result of his recent tour of investigation."

Mr. Edward J. Burrow, managing director of *The Car*, contributed to a recent issue of *The Daily News* a striking article on "The Failure of the Dictator," the "Dictator," being the head of certain Government departments. The writer attributes the alleged failure first and foremost to the ill-founded belief that success in one form of business necessarily indicates certain success in another totally different business. As a rule, he says, the business man has made his success by intense concentration on one business. To



# Let us help you **ADVERTISE**

WE originate ideas for a trade mark, for one design or a series of advertisements. We write copy for one advertisement or a complete campaign; for a small folder or a de luxe booklet. Then we carry the work through to completion if you wish. Examples of the work we have done will prove our ability to do your work. We should be glad to send a representative set of proofs for your inspection.

## Press Advertisement Offer

FOR Three Guineas we will originate the ideas and make pencil sketches for a series of about eight advertisements. We will also suggest headlines and sub-headings wherever necessary. This offer, however, does not include complete copy—if this is required an extra charge will be made in accordance with amount of work involved.

## Name Plate & Trade Mark Offer

FOR Five Guineas we supply several pencil sketches of name plates or trade marks, also, if required, finished drawing of the selected design. Our knowledge of the various restrictions in the designing of a trade mark is of particular value to an advertiser desirous of securing a mark that will be both distinctive and registrable. (Under this offer, we make up to 12 pencil sketches—any above this number are charged extra.)

**Free** OUR FOLDER "How we can help you"  
SENT POST FREE ON REQUEST  
It contains 12 special offers & full particulars of our service



that extent his horizon was narrowed, and it was very doubtful if any man after fifty could summon up those powers of concentration and energy a second time. "The sleepy precincts of Whitehall" and a possibly not particularly loyal staff are other factors to which Mr. Burrow attributes the want of success.

The advertising business has sustained a real loss by the death of Second-Lieutenant



THE LATE SEC.-LIEUT. S. C. ROE

S. C. Roe, London Scottish, who was killed in action last month. Mr. Roe, who was only twenty-seven, had a natural gift for drawing, and while with Messrs. Benson he designed for most of the big clients of this

House, including Rowntree, Bovril, Colman, and Edwards' Desiccated Soups. Even before that he had drawn for many big advertisers, such as Goodwin's Soap, Robin Starch, Holbrook's Sauce, etc. He originated the girl's head used in most of the Iclima Cream advertisements. His future was assured, but, although fighting was foreign to his nature, he gave everything up for honour and duty.

He joined the London Scottish and was recommended for a commission. This he declined, but subsequently proceeded to Oxford and eventually passed out. He was gazetted to his old regiment, the London Scottish, later proceeding to France. Within a few hours of reaching the first line trenches, he was killed instantaneously by a German shell. Only two days previously he was sketching the picturesque wood within the shade of which he was subsequently laid to rest with full military honours.

Many tributes have been received from his superior officers, his talents, personal bearing and gentlemanly manner having made him extremely popular.

Chadwick's Service (Ltd.), Publicity House, Bucknall Street, New Oxford Street, W.C.2, has been registered to carry on the business of advertising consultants, contractors and agents, business organisers, producers of complete selling campaigns, postal and press advertisers, etc. Nominal capital, £2,000 in £1 shares.

To check the consumption of gas and electricity the Home Secretary has made an Order prohibiting altogether, either before or after dark, the use of sky signs and other illuminated advertisements, and lights outside shops or theatres, kinemas, and other places of amusement except those necessary for the safety of the public. The Order also prohibits the lighting of shop windows after the shops are closed.

Two wills of special interest to our readers have been proved lately. One was that of Mr. James Bruce, a director of Messrs. Dunville & Co., Ltd., distillers, who left personal estate in the United Kingdom valued at £681,727. The other will was that of Mr. John Spencer, one of the founders of Messrs. Freeman, Hardy & Willis, boot and shoe manufacturers. He left £28,481.

## ILLUSTRATED SUNDAY HERALD

The most fascinating weekly review of the world's happenings in pithy news and graphic pictures. The favourite Sunday picture paper in Britain's homes. First planned and first favourite.

## BUSINESS GOING OUT

Messrs. W. S. Crawford's new clients include Messrs. Sefton, of Belfast; Messrs. Collett, Ltd., suppliers of men's wear; Messrs. Rowe, of Gosport and London; and Messrs. Walker Bros., silk manufacturers.

Messrs. Graham and Latham, Ltd., 104 Victoria Street, S.W.1, have invented a crutch seat for wounded soldiers, known as the Swarren. The advertising of it has been entrusted to Messrs. A. J. Greenly.

The advertising of the O-Pedic foot appliances is being undertaken direct by the company of that name, whose address is 394 Oxford Street, W.1.

The advertising of the Northern Goldsmiths' Co., of Newcastle, is now prepared and placed by the L. Holman Agency, London.

The advertising of the Anglo-Russian Trade Commission (Mr. W. H. Beable) is being placed direct.

The advertising of the Jolly Boat (a collapsible boat for fishing, etc.) is being advertised direct by the Sports Boat Co., North Audley House, London, W.

A new vanishing cream for the complexion, known as "The Margery," is being placed on the market. The publicity work has been entrusted to the West End Advertising Service.

An advertising campaign is now being conducted on behalf of Salaspin, which "replaces German Aspirin." The publicity work has been entrusted by the sole makers, Messrs. T. Kerfoot & Co., Bardsley Vale, Lancashire, to Messrs. T. B. Browne.

Messrs. A. H. Clackson are responsible for the advertising campaign now being undertaken by Messrs. Camille de Paris, Ltd., dressmakers, etc., 10, Sloane Street, S.W.

Messrs. Clackson are also undertaking the publicity for the "Imperial" Shoulder Brace, on behalf of Messrs. F. Avis, Johnson & Co., 5, Robert Street, Strand, W.C.

Latha-oil, described as "the new and wonderful addition to shaving soap," has lately been put on the market and is now being advertised by Hart's Advertising Agency on behalf of the Third Hand Patents, Ltd., 45, Maddox Street, W. 1.

Messrs. W. Tyler, Sons & Co., Leicester, are now engaged in a publicity campaign of their Medea underwear, stockings and socks, the placing of the advertisements having been entrusted to Messrs. Osborne Peacock, of Manchester.

Hurelucases, a lace for shoes and boots, is being advertised now as obtainable from drapers, outfitters and boot retailers. Messrs. G. H. Goring are responsible for the publicity.

Messrs. G. & J. Zair are placing direct the advertising of their officers' crops, canes, etc. The address of Messrs. Zair is 115, Bishop Street, Birmingham.

The Roberts service boots, etc. (143, Seymour Place, Bryanston Square, W.), are being advertised direct.

Mr. A. H. Grantham is carrying out the publicity work for Messrs. Botly & Lewis, 23, King Street, Reading, who are engaged in a campaign to advertise their badge brooches of the British Army and Navy.

The Northern Advertising Agency has been entrusted by Messrs. Greensmith, Downes & Son, 145, George Street, Edinburgh, with their publicity campaign on behalf of their Scottish tweeds, etc.

Messrs. Belling & Co., Edmonton, are taking fairly large spaces in some of the high-class weeklies to advertise their Belling electric fires, and are placing the advertising direct.

Messrs. Evans, Sons, Lescher & Webb, Ltd., have entered on a new campaign for their I.K. insect killer, the advertising being undertaken by Messrs. Osborne Peacock.

## EVENING STANDARD

London's leading evening newspaper, having a larger circulation than the combined circulations of all its evening penny contemporaries. Its influence embraces the wealthy home counties.

# Mr. Chairman and Gentlemen!



## THE ALDWYCH CLUB

### Annual Meeting.

THE ANNUAL general meeting of the Aldwych Club was held at the Club on Thursday, May 31st, the chairman, Sir Hedley Le Bas, presiding. It was proposed by the Chairman, seconded by Mr. E. Hill, and carried unanimously, that the report and balance sheet, as submitted to the members, be approved.

Lord Northcliffe was re-appointed president and Sir Hedley Le Bas chairman, both gentlemen having kindly consented to continue in office.

On the motion of Mr. G. Wetton, seconded by Mr. A. Sherwin Thomas, Mr. H. J. Sharpe was again appointed auditor.

A vote of thanks to the President of the Club, Lord Northcliffe, for the great help he had been to the Aldwych Club during his year of office was proposed by the Chairman, seconded by Mr. W. B. Warren, and carried unanimously, very hearty acknowledgment being made of Lord Northcliffe's services.

A vote of thanks to Messrs. H. Mossop and Syms, the hon. solicitors, was adopted on the motion of the Hon. Secretary, seconded by Mr. J. V. Reveley, and a further expression of thanks was, on the proposition of Mr. S. S. Thomas, seconded by Mr. T. B. Lawrence, accorded to the Committee for their work.

Polling took place for the committee. The result was the election of the following gentlemen:—Messrs. Wareham Smith, V. J. Reveley, E. T. Nind, Geo. Sparkes, A. Johnson, Allen C. Rose, J. Cheshire, H. Thomson Clark, T. B. Lawrence, R. Montgomery, R. E. Wright and H. Bussey.

### The Work of the Red Triangle.

SINCE THE war broke out no organisation in this country has risen more splendidly to the opportunities afforded it for helping our troops than has the Y.M.C.A. An address worthy of this great theme was given on the afternoon of June 5th to the members of the

Aldwych Club by Mr. A. K. Yapp, the National Secretary of the Y.M.C.A., when he described the work of the association in different parts of the world, and especially in France. Mr. Yapp is a fine speaker, and in his thrilling and deeply moving address he was listened to with the closest attention. His subject was entitled "The Romance of the Red Triangle" and what he said fully justified his opening remark that when the war was over it would be found that one of the greatest romances of it had been the work of the Y.M.C.A. There were 2,000 centres with the Army, situated wherever the British flag was flying, and six in foreign prison camps. There were 45 centres in India, 48 in Mesopotamia, 80 in East Africa, 20 in Malta, 15 in Salonika, and 58 in Egypt and southern Palestine. A hut was established in Bapaume the day after the British occupation of the ruins. From 10,000,000 to 20,000,000 pieces of free stationery were used every month by our men, and 650,000 soldiers and sailors had been supplied with free photographs of their relatives by the Snapshots from Home League, started through the instrumentality of Mr. Burris Gahan.

Mr. Philip Benson presided.

### Law Reform.

MR. J. HARRIS VICKERY, LL.B., a Canadian, and formerly private secretary to the American Ambassador in Berlin, gave the address to the members of the Debating Circle at their after-lunch meeting on June 12th. His subject was "Law Reform," and he advocated in particular the wisdom of codifying the English law, as the Germans had coded their own law and ours, too, for their own use. The question of the relation of solicitor and barrister was also raised, together with many other points. An animated discussion followed. Mr. T. Swinborne Sheldrake presided.

## SALES MANAGERS' ASSOCIATION

### What is meant by a Business Government

THE SIXTY-SECOND gathering of the Sales Managers' Association was held at the Holborn Restaurant on May 17th, Mr. W. B. Robertson presiding, when Mr. Horatio Bottomley gave an address on "A Business Government," and Mr. J. M. Hogge, M.P., also spoke.

Mr. C. F. Higham, at the request of the Chairman, briefly outlined the object of the Association—namely, the improvement of selling methods and the interchange of selling ideas.

Mr. Bottomley said a rough and ready

definition of a Business Government would be to take the present Government, turn it upside down and reverse it. A Business Government did not mean necessarily business men at the head of each department, but men who understood the business of that department. A Business Government meant that the First Lord of the Admiralty should be somebody who knew something about naval affairs, and that the President of the Board of Trade should know something about trade and commerce; also, incidentally, the Board of Trade should be a real, tangible Board, con-

sisting of gentlemen in touch with the commercial pulses of the nation. How could we hope to keep pace with our foreign trade rivals if our Board of Trade was a mere myth, with no expert judgment? One of the many principles of a Business Government was that we must have a real live Board of Trade consisting of equal representatives of capital and labour, and, if they liked, selling agents as well, meeting every week under the presidency of a commercial genius, and looking at every trade in which the country was interested, appointing real British consuls in every part of the world. Just after the war started he was in Geneva, and being referred for assistance to the British consul was surprised to find that official was a German officer in full uniform. It was to him that he had to appeal for facilities to enable him to come home and write his articles against the Kaiser. Under a Business Government we should have a real Board of Trade, real Ministers of Commerce, real representatives of the trade of the country, all speaking the language of the country to which they were sent as well as the British tongue—each sending home every month, not every year as now, reports of trade tendencies and requirements.

Every other head of a department should be somebody who possessed sufficient knowledge to be the chief, the master, the controlling spirit of that department, not a mere mouthpiece and tool as in the years gone by. The war had killed all old shibboleths and prejudices and had taught us three things: one that the first duty of any Government was to see that the food of the people was secure; the second to protect the homes and the properties and the lives of the people; and the third to promote and encourage the trade, commerce and industry of the people. Mr. Bottomley concluded by advising his hearers to drop all political shibboleths and party cries and parties, and to realise that we had to get back to the things that mattered.

Mr. Hogge, associating himself with the suggestions of Mr. Bottomley, agreed that there must be a complete overhauling of the various departments of State, with promotion only to the absolutely capable men.

Mr. Charles Palmer, in the course of a few remarks, said the real principle of a Business Government was the putting of men at the head of departments who knew how to carry out the work.

## UNITED BILLPOSTERS' ASSOCIATION

### Conference in London.

A CONFERENCE of the members of the United Billposters' Association was held at the Holborn Restaurant last month, Councillor J. C. Grime, J.P., presiding. The object of the meeting was to consider the position of the trade, with special reference to the Paper Restriction Order.

The Chairman mentioned that a sub-committee of the Association had been formed and had been able to obtain concessions.

Mr. Walter Hill reviewed the history of the endeavour to secure the concessions, and proceeding said he thought their difficulty in the future would not be the limitation to the four-sheet for posters but the getting of the paper. More than one newspaper proprietor had said he did not know what would happen with regard to supplies after the end of June. With regard to rentals, there had been no legal position for relief, but the Courts (Emergency Powers) Bill would afford relief. The Board of Trade had in effect promised their good offices in the matter. Failing ability to obtain concessions from the landlords, the Bill could be relied on as giving the power to deal with the cases of those who were suffering from the result of the enactments. But they thought negotiations with landlords should be tried first. The question of railway rentals was under consideration.

Mr. Chas. Pascall paid tribute to Mr. Walter Hill's work in their interests, and referring to the interviews with Sir A. Stanley and Mr. Fountain, one of the assistant secretaries of the Board of Trade, said they had had a very tough battle to fight, but they had gained

something. As to hoarding rentals, he strongly urged personal interviews with owners. If they could not get reductions in rent, he thought in some cases it would be best to give up the hoardings altogether. Mr. Henry Button acknowledged that Messrs. W. H. Smith had met them in the matter of rentals in a very fair manner.

In the course of a discussion which followed the Chairman said he thought the experience of the trade was that not 25 per cent. of the railway space was occupied.

Various speakers expressed appreciation of the efforts of the Committee and sub-committee on behalf of the Association.

Mr. H. Banbury (Plymouth) said that 88 per cent. of the space his firm rented from the L. & S.W.R. was unoccupied and likely to remain so. Of the G.W.R. 23.77 per cent. only was in use.

Mr. David Allen (Dublin) reminded the meeting that rentals were only one section of their expenditure, a great deal of which was absolutely irreducible. They were looking towards a revival of the trade at the end of the war, but the present ratio of expenses should be cut down to what would meet the further reduced turnover.

A formal resolution was then passed approving the action of the sub-committee and leaving the whole question of railway rentals in their hands.

Mr. W. Kenyon, Blackburn, remarked that he was only using about one-tenth of the space he was paying for.

After some discussion on the rating of stations, the meeting concluded.

# THE ASSOCIATION OF ADVERTISING WOMEN

## A Government Scheme of Advertising

AT THE meeting of the Association of Advertising Women at the Connaught Rooms an interesting address was given by Mr. Warcham Smith on "Is a Government Scheme of Advertising to Push British Goods Possible?" The speaker pointed out some of the difficulties in the way and said that to advertise anything efficiently certain conditions must exist, amongst which may be mentioned:—

(a) The commodity must bear a distinguishing mark. (b) It must be a commodity of unvarying quality. (c) It must be a commodity that the proposed consumer can make full use of. (d) There must be security from fraudulent imitations.

In advertising our goods to the foreigner we had to ask how far those conditions existed. The question would arise too—how far were the goods British if made, for instance, of imported raw material? He thought there was no satisfactory definition as to what constituted British-made goods. Then would a manufacturer of the best class of goods consent to be put into the same category as the manufacturer of shoddy goods by reason of both articles bearing the same national mark?

Whilst asking the Government to put down millions for a British advertising campaign in foreign countries the question at once arose:

What guarantee has the Government that the country's money will not be wasted by reason of the British manufacturer not taking advantage of the demand created by the advertising of his goods? He referred more particularly to the charge of inadaptability which was frequently brought against the British manufacturer.

How was the British manufacturer to be safeguarded against fraudulent or colourable imitations? Would the South American States strengthen existing laws protecting trade marks and thus prevent an evil which was the bugbear of all advertisers? He suggested that if the Government had a few odd millions to spare for the promotion of British trade abroad it would at the moment spend the money to better advantage in improving the services for the collection and dissemination of practical business information.

After Mr. Warcham Smith had given his views on the subject an interesting debate ensued in which Mrs. A. M. Mortimer, Miss Heitland, Miss Spon, Miss Lewis, Miss Mayer, Miss Spriggs, Miss Lyon, Miss Voules, and Miss Minter took part.

The next meeting of the Association will be held on July 2nd.

## The Paper Commission.

THE KING has issued a commission under the Royal Sign Manual in which he declares that it is expedient to extend the terms of reference of the Royal Commission on Paper. His Majesty revokes the Royal Warrant which appointed the Commission in February, 1916, and he authorises Sir Henry Birchenough (who becomes chairman in place of Sir Thomas Whittaker), Sir Albert Spicer, Sir Walter Richard Nugent, Sir Frederick Macmillan, Sir Rowland Bailey, Mr. George Brown, Mr. Walter Howard Hazell, Mr. John Jeremiah, Mr. Ernest Parke, Mr. Albert Reed, and Mr. Lewis Evans to be Commissioners for the grant of licences to import paper.

The Commissioners are given power "to regulate in accordance with orders made under the Defence of the Realm Regulations, the distribution and use of paper and cardboard,

manufactures of paper and cardboard, and materials for the manufacture of paper, whether imported from abroad or produced in the United Kingdom."

The powers of visit and inspection conferred on the late Commission are continued in the new Commission.

The Commercial Intelligence Branch (Foreign Samples Section) of the Board of Trade have published an index of foreign catalogues, issued by German and Austro-Hungarian firms, which have been collected by the Department from all parts of the world. The catalogues in question may be seen by United Kingdom manufacturers at 32, Cheapside, E.C., and, in certain cases, where it is not convenient for manufacturers to inspect the catalogues in London, they will be lent for short specified periods so that firms may have an opportunity of studying them at their own works.

# THE EVENING CHRONICLE

(Manchester)

Is read by a larger number of womenfolk than any other provincial evening newspaper. It has a direct home appeal. It has the largest distribution over England's wealthiest and most populous industrial county.



**AN ANALYSIS** of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending May 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

*WINDS OF COLUMBO:* Times, 23 ins.; Telegraph, 24 ins.; Post, 25 ins.; Graphic, 28 ins.; *Med.*, 21 ins.; *Micro*, 28 ins.; *Daily News and Leader* 21 in.; *Express*, 24 in.; *Daily Stock*, 24 in.; *Latrobe of Columbo:* Times, 22 in.; *Telegraph*, 24 in.; *Post*, 23 in.; *Graphic*, 14 in.; *Med.*, 22 in.; *Chronicle*, 24 in.; *Micro* 138 in.; *Daily News and Leader*, 21 in.; *Express*, 22 in.; *Chronicle*, 19 in.; *Daily Stock*, 134 in.

## THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Apr. 26	9½	6½	5½	6	6½	11½
May 3	9½	7	5½	6½	7½	11½
10	10½	6½	6½	6½	7½	11½
17	10	6	5½	6½	5½	11½
24	9	6	5½	6½	9½	10½
Total ...	48½	32½	28½	32	36½	54½

## THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bytander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illustrated London News	Sketch	Queen
Apr. 26	39½	16	40	23½	18½	12½	9½	16	13½	11	18	23
May 3	46½	20	37½	27½	18½	10	9½	15	13½	9½	18½	63
10	47½	41	43½	24	18½	11	9½	15	Full	9½	18½	25
17	43	20	37½	28½	18½	10½	9½	20	Full	8½	18½	29
24	45½	35	38	23½	18½	8½	24½	15	Full	10½	20½	23
Total	221½	132	195½	126½	87½	53	63	85	72	48½	93½	163

## THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer	Sunday Times	News of the World	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	The Empire
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.
Apr. 29	36½	7½	10½	2	16½	13½	11½	5½	2½
May 6	35½	8½	11½	2½	17½	13½	10½	4½	1½
13	37	8½	12½	2½	18½	13½	10½	4½	1½
20	36½	8	10½	2	15½	13½	9½	12	1½
Total	145½	32½	40½	8½	63½	44½	5½	59½	6½

WIDTH OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2 & 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins. LENGTH OF COLUMNS: Observer, 21 ins.; Sunday Times, 22 ins.; News of the World, 22½ ins.; Lloyd's, 19½ ins.; Dispatch, 22 ins.; People, 18 ins.; Reynolds's, 24½ ins.

## THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
1917.	D.	C.	D.	C.	D.	C.
Apr. 23	11½	3½	2½	1½	4	8½
24	12½	6	7½	1½	7½	10½
25	10½	4½	5½	2½	6½	8½
26	11½	4	10½	2½	7½	9
27	11½	4	13	5	7½	9
28	11	8	6½	3	4½	5
30	11½	7½	2½	2½	4½	5
May 1	12½	4½	7½	9	3½	4
2	10½	4½	7½	6½	8½	3
3	11	5	8½	4½	7½	3
4	11½	7	12½	5½	5½	5½
5	11½	8	7	7	9	3
7	11½	6½	2½	3	1	3
8	13	8½	2½	12½	7½	7
9	10½	5½	14½	9	7½	11½
10	11½	3	8	12½	9½	11½
11	11½	5	7	5	1	7
12	11½	3	8	5	1	7
14	11½	3	6½	2½	1	7
15	12½	3	7½	2½	1	7
16	10½	4	10½	5½	7½	9½
17	11½	3	8½	5	5½	11
18	11½	5	11½	5½	11	10
19	10½	7	7½	3½	4½	9
21	11½	7½	6½	2½	6	10½
22	12½	4	8½	1	8½	11
Total	295½	20½	228	79½	173	40½

WIDTH OF COLUMNS: Evening Standard, 2½ and 3½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 4½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.

## THE POPULAR MONTHLIES—MAY

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
49½	36½	31½	27½	7½	16	27½	23½	22½
Commoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
40½	21½	15	14	14½	18½	14½	33½	7

Special Note—Insets are not included.

## PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
1917	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
April 23	2	3	10	2½	25½	14½	2½	3½	4½	1	10	7
24	3½	4	9½	11	13	10½	5½	4½	7	1½	6	8½
25	2½	3½	10½	6½	23½	15	6½	3	4½	4½	9	8½
26	3½	4	10½	7	12½	10½	8½	3½	5½	1½	8	5½
27	2	3	9½	3½	19½	14½	2	3	4½	1½	11	9½
28	4½	11½	25½	3	15	10	4	10½	16½	1½	10	6
30	2	3½	10	3½	25	15	4½	3	4½	1½	10	6
May 1	2½	4	10	4	14½	10	5	4½	6½	2½	6	9
2	1½	5½	9½	6½	22½	16½	4½	2½	4	4	7	7½
3	4½	2½	9½	7½	11	10	7½	3	5	2	6½	7
4	2½	2½	9	4½	19½	14½	2½	2½	4½	2½	8	10
5	4	11½	27	1½	13½	10½	7½	10½	18½	1½	8	8
7	1½	2½	9	2½	29½	13	6½	2½	4½	1½	12	6½
8	5½	2½	9½	8½	10	11	10	3½	5½	6	7	10½
9	1½	3½	9½	9	20½	16½	4½	3½	3½	1½	8	6½
10	3	2½	9½	5½	11	10½	7	2½	5½	2	5½	7½
11	3	2½	8½	4½	16½	15½	4	3	4	2½	9	10½
12	6½	11½	32½	2½	13½	10½	5½	10½	18½	1½	7½	5½
14	1	3½	9	7	20	19	4½	3½	5	1	12	6½
15	1½	3½	9½	3	14½	9½	5½	6½	7½	1½	6	7½
16	3½	4½	10	5½	25	19	6½	3½	4	5½	7½	8
17	2	3	9½	3½	15	9	5½	3	5½	4½	5	6
18	1½	3	8½	4	17	17	3	4	3½	1½	7	11
19	4½	11½	23½	3	13½	10	5½	10½	17	1	10½	5½
21	1	3½	9½	7	20	18	2½	3½	4½	½	13	7
22	2½	2½	9½	3½	12	10½	6½	5½	7	2	8	6
Total ...	73½	119½	316½	130	452	340½	137½	119½	179½	54½	217½	197½

\* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheff'ld Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

# PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)


Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1917.																								
Apr. 23	2	5	15	1	3	4	6	3	6	7	5	7	12	2	5	2	13	5	2	5	3	2	3	4
24	6	4	15	2	2	4	2	6	7	8	4	8	11	4	5	1	7	4	3	5	3	7	3	5
25	5	3	17	8	7	4	4	4	4	7	3	7	10	2	5	9	12	5	3	3	4	4	2	4
26	1	1	3	2	5	4	2	2	5	8	7	8	8	3	5	5	5	5	3	5	4	4	4	4
27	3	11	13	4	4	4	9	4	4	8	3	8	8	3	4	2	20	5	1	8	3	5	5	5
28	2	1	8	1	6	5	14	12	5	8	2	8	2	8	4	4	12	5	2	5	3	4	4	4
30	—	3	14	3	15	3	2	5	3	8	3	8	7	3	5	1	5	5	3	3	4	4	4	4
May 1	4	3	14	4	3	4	4	6	5	8	5	8	7	3	4	9	10	5	3	3	3	3	3	4
2	2	3	17	4	2	4	6	7	6	8	3	8	6	4	4	1	9	5	6	4	4	4	4	4
3	4	3	14	2	5	3	6	7	7	8	5	8	11	3	4	1	10	5	3	3	3	3	4	4
4	3	15	13	4	4	4	2	2	2	8	5	8	4	4	4	9	6	5	3	4	4	4	4	4
5	1	1	8	6	5	6	2	15	13	8	8	8	5	2	8	4	17	6	3	4	5	5	6	4
7	1	2	16	3	5	4	2	1	1	8	8	8	11	3	4	1	6	4	4	4	4	4	4	4
8	7	3	15	7	13	4	8	7	6	8	6	8	13	5	5	2	12	6	1	3	4	4	4	4
9	2	2	18	3	4	5	2	4	4	7	7	8	7	4	5	4	6	3	12	6	3	3	3	5
10	1	4	14	2	4	4	2	3	4	8	4	8	2	2	5	8	10	4	3	4	5	2	3	3
11	4	12	15	2	6	5	1	3	4	8	4	8	5	2	5	4	10	7	6	4	6	3	3	3
12	1	1	8	4	7	7	8	6	4	8	8	8	7	3	5	3	5	6	3	3	4	4	4	4
13	1	3	15	3	3	5	1	2	3	8	2	8	5	2	5	8	18	6	3	3	4	4	4	4
14	1	1	15	3	2	4	1	8	8	8	6	8	5	2	9	2	14	5	4	3	3	3	3	5
15	9	4	15	3	3	3	7	3	3	8	3	8	5	3	4	5	8	3	3	3	3	3	3	3
16	3	2	18	4	4	4	2	4	4	8	4	8	11	2	4	5	12	5	7	6	9	5	2	2
17	3	4	14	2	4	4	5	3	3	8	3	8	7	2	5	4	10	6	1	3	3	3	3	3
18	5	14	14	1	1	4	2	7	13	8	7	8	6	3	4	4	17	5	5	8	8	2	4	4
19	1	1	8	3	4	6	15	8	5	8	3	8	7	3	9	2	17	4	3	3	3	3	3	3
20	1	5	14	2	2	2	2	2	2	8	3	8	6	3	5	4	12	5	5	5	4	4	4	4
21	1	5	14	3	1	4	5	2	2	8	3	8	4	3	6	3	9	6	6	5	2	2	4	4
22	6	9	14	4	11	4	10	9	5	8	3	8	12	3	5	3	9	5	6	7	7	4	4	4
Total...	81	132	368	85	147	122	97	154	183	95	116	207	194	73	148	94	276	142	74	135	85	134	10	119

Sizes of Columns.—*Northern Echo*, length 23 ins., width 24 ins. *Sheffield Independent*, length 23 ins., width 24 ins. *North Eastern Daily Gazette*, length 24 ins., width 24 ins. *Daily Dispatch*, length 23 ins., width 24 ins. *Irish Independent*, length 22 ins., width 21 ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22 ins., width 21 ins. *Yorkshire Telegraph and Star*, length front page, 21 ins.; inside 23 ins., width 24 ins.



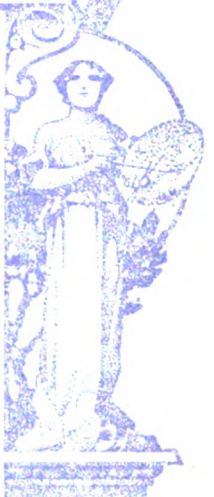
# SWAIN'S

## THE HOUSE FOR QUALITY



ENGRAVINGS should be made to suit the definite purpose in view. They are good or bad in proportion as they do this.

We have hundreds of letters from satisfied customers testifying to our success in making the kind that sell goods. We specialise in this kind by every known process.



**JOHN SWAIN & SON LTD**  
COLUMBIA HOUSE — 89 & 90, SHOE LANE.  
LONDON E.C.

Photo-Engravers & Art Reproducers  
by All Processes.

**Works—BARNET.**

And at GLASGOW, MANCHESTER, BRISTOL and PARIS.





If the weather  
is too hot, don't  
worry, send  
"it" along to  
the **NORFOLK**  
(Two 'Phones  
City 6866 & 7)

*for*  
**IDEAS, DESIGNS  
COPY & BLOCKS**  
*for*  
**ADVERTISERS**  
*Write for our Folder  
"How We Can Help"*



# **NORFOLK STUDIO**

**THE HOME OF IDEAS FOR ADVERTISERS  
DESIGNERS & COPY WRITERS  
RACQUET COURT  
FLEET STREET  
LONDON·E·C**









**This book should be returned to  
the Library on or before the last date  
stamped below.**

**A fine of five cents a day is incurred  
by retaining it beyond the specified  
time.**

**Please return promptly.**





